EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NY™

5
May 2010
vol. 037
FREE

Special Sake Edition

A CATALOG
Featuring 122 Varieties of Sake, Shochu, and Japanese Beer

SPECIAL INTERVIEW
Chiaki Kuriyama
(Actor / Singer / Artist)

www.chopsticksny.com

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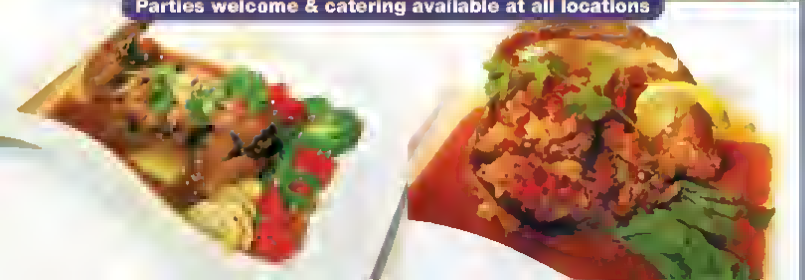

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CHOPSTICKS NY™

[May 2010, Vol. 037]

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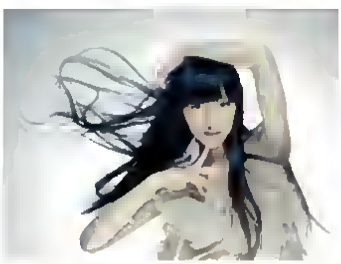
Though she is known in this country for her chilling and irresistibly attractive roles like schoolgirl killer in Quentin Terantino's *Kill Bill Vol 1*, her true identity is lesser known. To mark the U.S. release of her debut single, Chiaki Kuriyama chats with *Chopsticks NY*.



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"I'M HOPING THAT EVERY SINGLE STEP I TAKE WILL HAVE A GOOD INFLUENCE ON MY ACTING CAREER. WATCH OUT FOR MY NEXT MOVE!"

— CHIAKI KURIYAMA

CHIAKI KURIYAMA Chiaki Kuriyama started her career as child model before acting. Her mysterious, cool appearance is sought after in horror and violent action films such as *Shikoku* (1999), *Ju-On* (2000), *Battle Royale* (2000), and *Rokubanme no Sayoko* (2000/TV series). Her breakthrough role was as Gogo Yubari, a schoolgirl yakuza bodyguard, in Quentin Tarantino's *Kill Bill Vol. 1* (2003), which pushed her up to number three on the Internet Movie Database's STARmeter. She constantly stars and appears in TV programs and films produced in Japan, and her recent projects include theater performances, voice acting, and singing. In 2010, she released a CD single, "Ryusei no Namida," as CHIAKI KURIYAMA. http://itunes.apple.com/us/album/ryusei-no-namida-single/id359227747 Official website: www.chiakikuriyama.net

It was seven years ago that Chiaki Kuriyama shocked the world with her super cool depiction of a schoolgirl killer in Quentin Tarantino's stylish and violent action movie, Kill Bill Vol.1. Though she is known in this country for her chilling and irresistibly attractive roles, her true identity is lesser known. To mark the U.S. release of her debut single, "Ryusei no Namida," she chats with Chopsticks NY and shares her thoughts on her career and projects.

Would you tell me how you got involved in singing the theme song for the movie *Mobile Suit Gundam Unicorn* even though you are a busy actress?

I was thirsty for a new means of expression and had always been interested in expressing myself as a singer. I have to admit that I still need to polish myself as an actress, but I thought that singing professionally would be a positive influence on my acting career.

The song "Ryusei no Namida" has a grand theme behind it. How easy or difficult is it to interpret the song and express it as the Chiaki Kuriyama version?

I had seen the *Gundam* series before, and this helped me to understand the theme and capture the essence of the movie. However, the song is a slow-tempo ballad, and that's not what I was familiar with...to be honest. I had only a few chances to sing and listen to that type of music, so I would say it was difficult to adjust myself in that sense.

Through this experience, did you find anything you would like to try in the future?
Yes, definitely. Now I have a lot of things in front of me that I want to try as a singer. Also, through this experience, I was reassured that the voice is important. The importance of vocal quality is also true for my acting career, so the experience was really enlightening.

How was dubbing your voice-over in Mamoru Oshii's animation *Sky Crawlers*?
Director Oshii gave me details about the character and the story's vision first, and then I structured the character in my own way. There were some techniques that are unique to voice-over dubbing, and I had a hard time catching up with that, to be honest, but I could focus on the character beyond the boundary between the art forms of animation and live action.

Most of your fans in the U.S. think of you as a cool and tough girl like Gogo Yubari in *Kill Bill Vol.1* and Chigusa in *Battle Royale*, the roles you played. They'll be surprised when listening to your sweet and lovely singing voice. Would you comment to fill in the gap?
That could be said of anybody, and multiple faces can live in one person, in my opinion. The cool and tough characters that I played before of course represent a part of my personality because the character interpretations came from me. So I don't deny I have those faces in me. However, I feel that the song that I sing this time reveals my true face in a more honest way.

Speaking of Gogo Yubari created by Quentin Tarantino, she is a shockingly cute character. Was it hard to personify such a sensational role?
I could understand very easily what he wanted me — in other words, Gogo — to do. I remember that I thought, "What he'd like to create might be close to what I'd like." The hardest part was the action, but he was so kind and considerate, and that really helped me to get through it. Honestly, he is compassionate and understanding, and I appreciate that. Of course, I love his work!

You've recently expanded your career boundaries and have tried new things such as voice-overs, comic acting, serious roles, etc. Where can we expect you to go next as an actress?
I started acting when I was in junior high, and at that time I simply enjoyed every job that I was offered. But growing up, I began to realize the responsibilities and pressures of an actress, which never crossed my mind before. Right now, I would say I can balance both aspects: the fun aspect of acting and the tension of being a professional. I'm cool with this state of mind and enjoy what I'm doing now. In the past, I tried various things in various fields like modeling, acting, and working as an artist, and in my own opinion I might have been clumsy. I want to take advantage of what I've learned from my experiences during my teens and twenties for the next decade of my career.

Is there any genre film or role that you would like to try in the future?
Last year, I performed a mother role in a theatrical play for the first time in my career, and that was eye-opening. Including that, it was the year that made me realize, "Oh, there are so many things that I haven't done yet," and now I'm so hungry for new things.

Please give a message to your fans in the U.S.
I am now being offered new ways of expressing myself as an artist, and I am aggressive in taking these offers. About my CD release, I feel a bit strange imagining that there are audiences who are listening to my song overseas, but nothing makes me happier than that. To tell the truth, I'm nervous to know how it will be received. I'm hoping that every single step I take will have a good influence on my acting career. Watch out for my next move!

——Interview by *Noriko Komura*

YOU CAN SEE CHIAKI KURIYAMA IN TWO NEW FILMS

Kamogawa Horumo: Kyoto Battle League (2009)
Based on Manabu Makime's fantasy novel, this unique college fantasy-comedy movie reveals the story surrounding a group of college students engaged in a strange battle using "oni" (creatures resembling the ogres in Onmyodo, a traditional Japanese esoteric cosmology). Oni cannot be seen without a special skill which can only be acquired through bizarre training. Kuriyama plays a geeky and taciturn mathematics major student, Kusunoki, who is a member of the group and secretly adores the protagonist/narrator of the story, Abe.
http://visual.ponycanyon.co.jp/pickup/movie/pcbp51939/ (Japanese only)

© "Kamogawa Horumo" Film Partners

Hagetaka. The Movie (2009)
At the dawn of the world money market collapse, Japan's biggest automobile company is at the risk of a leveraged buyout by a Chinese investment fund. A retired acquisition expert, Masahiko Washizu, a.k.a. Hagetaka ("vulture") is begged to save the company from this crisis. How does he survive in this money war and confront the power brokers behind the money trap? In this business thriller, Kuriyama portrays Yuka Mishima, a television newscaster who lost her father due to Washizu's hostile takeover. http://www.hagetaka-movie.jp/index.html (Japanese only)

Food & Drink

Asian Food Tradition Helps Boost Your Healthy Diet

People in Asian countries have a long tradition of eating food to maintain health and taking advantage of the particular benefits of every ingredient. In keeping with this tradition, **House Foods America Corporation**, the U.S. subsidiary of Japanese spice and curry maker **House Foods, Inc.**, has recently introduced new healthful products that you can easily incorporate into your diet: **Ready-to-Eat Tofu Shirataki Noodles** and **UKON ENERGY**.

Tofu Shirataki Noodles, House Foods' best-selling product, has a unique texture that comes from blending pureed tofu and the root of the *konnyaku*, a type of yam grown in Asia. Now House Foods is introducing ready-to-eat styles in two flavors, Creamy Coconut Curry and Red Vindaloo Curry. The Creamy Coconut Curry combines the smooth, rich flavors of coconut milk with a touch of ginger, while the Red Vindaloo Curry tantalizes the taste buds with bold spices, including cayenne pepper and paprika, in a tomato-based sauce. Free of preservatives, MSG, and cholesterol, this high-fiber, vegetarian meal contains fewer than 200 calories per serving and is ready to eat after just 90 seconds in the microwave. These products are the first two items in House Foods' new gourmet product line, **So-Yah!**

With over 120 million bottles sold in Japan in 2009, UKON ENERGY delivers the "energy" of turmeric, the spice long prized in Asia for its many wellness benefits. Each UKON ENERGY bottle contains extract from 10 grams of turmeric root as well as vitamins E and B6.

So-Yah! is starting out in the mainstream and natural food stores in the West Coast and is coming to the East coast soon. UKON ENERGY is being sold at Asian grocery stores and supermarkets nationwide.

Info: **House Foods, Inc.**
www.house-foods.com

Shop

Reuse, Read, and Enjoy! Reopening of Used Bookstore

Recycling is a key component of today's environment- and economy-conscious society. Based on the concept of reuse, the Japanese used bookstore **Book Off** has provided good-value items for decades in Japan. Its New York store has just relocated to 45th Street between 5th and 6th Avenues, the new space is nearly 1.5 times larger and has a greater quantity and wider variety of merchandise.

On the first floor, you can find CDs, DVDs, video games, and newly released Japanese magazines, which are imported every week, as well as English books. "We carry more Japanese CDs than any other store in the U.S. They are also reasonably priced—the average unit price is less than $10," says Mr. Daichi Shuzui, manager of Book Off New York. The first floor also features a sales area for Japanese cell phone provider KDDI. The second floor is dedicated to Japanese books, including hardcovers and paperbacks as well as books on business and culture. If you are looking for pop-culture items, go straight down to the basement for Japanese manga, English comic books, anime, illustration books, figurines, used magazines, stationery, and Japanese children's books.

For those seeking reference materials about Japanese culture, Book Off has a section of Japanese cultural books written in English. These include books on Japanese art, cooking, travel, anime, music, literature, and even language-learning materials.

The chic and spacious new store promises comfortable shopping.

Another exciting aspect of Book Off's reopening is the expansion of its English section—the selection of English books has now doubled. Mr. Shuzui adds, "Book Off was originally founded on the concept of reuse, so our business is not limited just to Japanese items. We buy and sell English ones as well. I encourage you to bring your used items and buy others here and enjoy the experience of recycling."

Book Off
49 W. 45th St. (bet. 5th & 6th Aves.) New York, NY 10036
TEL: 212-685-1410

Drink

Detoxify Your Body and Soul with Japanese Herbal Tea

It is common knowledge that removing toxins from your body helps to promote self-healing, but detox methods sometimes require a complicated process. What if you can remove toxins by just drinking an herb tea in place of your morning coffee or refreshment at your office desk? Introduced in the U.S. last year, a Japanese herbal health tea, **Ten-Chi Cha**, is now known for its effect in detoxifying the intestines and maintaining a healthy circulatory system, and its 15 single tea bag package became available just recently.

Ten Chi Cha contains a fusion of 12 traditional Japanese herbs that help to remove toxins. The principle ingredient is dokudami (houttuynia cordata), which Japanese use as a healing herbal tea. Nutritional studies have shown that the quercitrin found in the dokudami leaf and the isoquercitrin in the plant's spike, positively impact the capillaries and can aid in reducing the hardening of the arteries.

In addition to these health benefits, Ten-Chi Cha has another bonus. Unlike other dokudami-based herbal teas, it does not have a strong and bitter taste and is very easy to drink. Ten-Chi Cha is caffeine-free and you can drink it even before going to sleep.

Ten-Chi Cha, literally translated from Japanese as "Heaven and Earth Tea," is made from plants of the highest quality and manufactured in a highly regulated environment.

Where to buy Ten-Chi Cha
Katagiri, 224 E. 59th St., New York, NY
Mitsuwa Marketplace
595 River Rd. Edgewater, NJ
Also available online at www.tenchicha.com

Info: **Eco Vita**
24 Link Dr., Rockleigh, NJ 07647
TEL 1-877-343-6534
info@EcovitaUSA.com
www.tenchicha.com

Book

Yoko Ogawa's *Hotel Iris*: Not Your Typical Love Affair

Yoko Ogawa is the type of writer who oscillates between humorous and grotesque, as well as wanders around surreal and ambiguous. American readers are now familiar with her works thanks to English translations from Stephen Snyder of her book *The Housekeeper and the Professor* and her short story collection *The Diving Pool*. The latest of her works to be released in the States is ***Hotel Iris***, also courtesy of Snyder.

This absorbing, bizarre tale of an intense summer relationship between a teenage girl named Mari who works at the eponymous hotel and a reclusive middle-aged man is a real page turner. The story takes place at a seaside town where Mari works at Hotel Iris owned by her mother. Like many of the characters in Ogawa's stories, the middle-aged man receives no name and is instead labeled by his profession of translator. "The translator" has a short temper and a masochistic side as well as a deep sadness due to the premature death of his wife years before. Around town there are rumors that he murdered her, but instead of being scared Mari is drawn to his darkness.

Their secret relationship threatens to be exposed by Mari's prying mother as well as a nosy hotel staff member, and it becomes even more complicated with the arrival of the translator's young nephew. In getting to know him Mari finds out the true story of what happened in the translator's past, and mysteries begin to be unraveled.

Evoking films like David Lynch's and Atom Egoyan's, this novel is simultaneously thrilling, upsetting and fascinating. It is guaranteed to hold readers' interest to the end.

Hotel Iris by Yoko Ogawa
Picador Trade Paperback Original

The 3rd Annual Cover Artist Contest

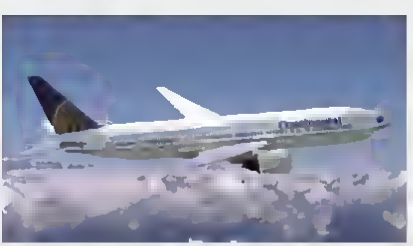
Cover Artist Wanted

Chopsticks NY™ is currently looking for a talented artist who will contribute cover art for the year 2011. Anybody can enter the contest. No experience required. We look forward to your fresh ideas, unique approach, and original view.

Prizes

1st Prize: One-year contract as cover artist of Chopsticks NY. One-week exhibition engagement at a gallery in New York City. A pair of coach class, round trip air tickets on Continental Airlines, valid between U.S. 48 states / Canada and Japan.

People's choice [winner of online voting] and 2nd Prize: One-week exhibition engagement at a gallery in New York City.



Submission materials

1. A short essay explaining your approach to the cover of Chopsticks NY™. Clarify how you think your artwork represents the concept of the magazine.
2. A CD with sample images you would like to use for the cover. You also can include your portfolio on the CD.
3. Your resume.

*PLEASE NOTE – Submitted Materials Will NOT Be Returned. Do not send original artwork.

*Please mail all of the materials to the address below.

Trend Pot NY, LLC.
Attn: Chopsticks NY Cover Contest
411 Lafayette St., 3rd Fl., New York, NY 10003

APPLICATION DEADLINE: MAY 14TH, 2010
NO ENTRY FEE REQUIRED

*Call or email for details. 212-431-9970 (x113) or komura@trendpot.com

Presented by CHOPSTICKS NY

Sponsors: Continental Airlines, Shirakiku, Silk Road, ITO EN

a comprehensive guide to sake, shochu, and japanese beer

HERE WE FEATURE VARIETIES OF 103 SAKE, 11 SHOCHU AND 8 JAPANESE BEER, ALL OF WHICH ARE AVAILABLE IN THE U.S. SAKE IS ALSO CATEGORIZED BY DAIGINJO, GINJO, TOKUBETSU JUNMAI, JUNMAI, HONJOZO, NIGORI, SPARKLING AND OTHER. USE IT TO FIND YOUR FAVORITE DRINKS!

(FEATURED ARTICLES)

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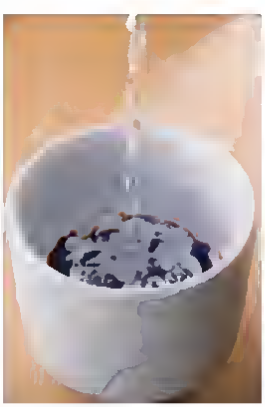
P24: HEALTH BENEFITS OF SHOCHU
P26: BEER CULTURE IN JAPAN

(APPENDIX)

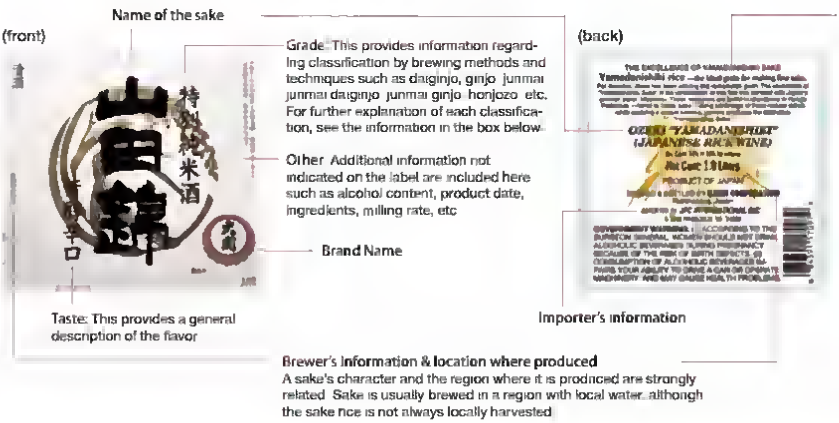
P28: DISTRIBUTORS AT-A-GLANCE

LISTING
GROCERY & SAKE



SAKE Demystifying Sake Labels

It may not be necessary to have a lot of background in order to enjoy sake, but this kind of knowledge can definitely help you to choose one you might like. Bottle design and sake name suggest how it tastes and can inspire you to select one type over another, but you can narrow it down even further by getting more information about the sake from its exterior. The bottle's labels include information about the sake's history and provide clues to its flavor. Here we demystify sake labels and help you enhance your sake literacy.


Name of the sake
(front)
Grade: This provides information regarding classification by brewing methods and techniques such as daiginjo, ginjo, junmai, junmai daiginjo, junmai ginjo, honjozo, etc. For further explanation of each classification, see the information in the box below.
Other: Additional information not indicated on the label are included here such as alcohol content, product date, ingredients, milling rate, etc.
Brand Name
Taste: This provides a general description of the flavor
(back)
Profile: The Japanese name is written in the Roman alphabet, and sometimes the English translation is put in double quotation marks. Unlike other liquors, each sake has a specific name and story behind it. The name describes the flavor as a whole. Also, the information about sake rice is often included. Rice varieties are used as an index for determining flavor. Major sake rice varieties include Yamadanisiki, Gohyakumangoku, Miyamanisiki, and Omachimai.
Importer's information
Brewer's information & location where produced
A sake's character and the region where it is produced are strongly related. Sake is usually brewed in a region with local water, although the sake rice is not always locally harvested.

*Label images provided by Ozeki Corporation

SAKE CLASSIFICATION

daiginjo: One of the factors that determine the flavor is the degree of rice which is polished off. The sake classified in the daiginjo category has less than 50% of the original rice grain remaining. The "percent of remaining grain size" or "seimaibuai" as this is called, is an important indication of how a sake will taste. The lower the number the smaller the grain. In general, the smaller number sake is more fragrant, elegant, and better consumed chilled.

ginjo: The same formula applies for the ginjo category. This is the sake whose "percent of remaining grain size" is less than 60%, which means more than 40% of the rice grain is milled away. Some distilled alcohol might be added.

junmai: Literally meaning "pure rice", junmai sake refers to sake brewed only from rice, water, and rice *koji*, and had no extra alcohol added during the brewing process. This type of sake tends to keep the solid rice flavor.

junmai daiginjo: is defined as "sake brewed only from rice, water and rice *koji* and using rice milled more than 50%." Brewing junmai daiginjo is more difficult and requires a higher level of technique, therefore, generally considered the highest quality sake.

junmai ginjo: If a sake is labeled junmai ginjo, it is made from only rice, water and rice *koji*. The rice is milled to more than 40%.

Honjozo: is the sake whose "percent of remaining grain size" is more than 60% and less than 70% and with some distilled alcohol added.

muroka: It means "not fine filtered with charcoal." It retains the freshly squeezed sake taste. Skipping either the pasteurizing or filtering process, or both, allows the rice's richness to remain in the aroma, flavor and sometimes color of the sake.

nigori: is a coarsely filtered sake in which the unfermented portion of the rice is left, giving the sake a cloudy white color or chunks of rice floating inside. Since the rice is still working in the sake even after bottled, some nigori are sparkling. Just be careful when you open it.

kimoto: is one of the oldest traditional methods used in sake brewing. This system uses lactic acid bacteria that cultivates in the sake naturally instead of using artificial ones. It requires a much longer time to make with more steps and labor as the bacteria are cultivated by hand. Although it's extremely difficult to carry out this process, the sake employing *kimoto* style has solid body and a distinct flavor, the way all sake used to taste.

yamahai: is a short form of "yamaoroshi-haishi-moto." This style is quite similar to kimoto in terms of the processes. Its name comes from the elimination of one of the processes called "yamaoroshi" the most difficult part in kimoto style brewing. Yamahai style sake is full-bodied, deep, and rich.

大吟醸

DAIGINJO

BORN
Hoshi "Tha Earth"

sweet — dry

A junmai daiginjo aged at 23°F for 2 years. It has a persistent body with a complex flavor and a pure, uplifting aroma.

www.born.co.jp

KATOUKICHIBEE SHOUTEN

BORN
Hyozan "Ica Barg"

sweet — dry

A pure and clean junmai daiginjo sake in a set of 3 blue bottles is evocative of an iceberg and symbolizes peace on earth.

www.born.co.jp

KATOUKICHIBEE SHOUTEN

BORN
Muroka Nama Ganshu

sweet — dry

An unfiltered and unprocessed sake that conjures a rich bouquet and a robust flavor. It is the most popular of the series.

www.born.co.jp

KATOUKICHIBEE SHOUTEN

BORN
Nihon No Tsubasa "Wing of Japan"

sweet — dry

Delightfully delicate and flavorful on the palate, it boasts a magnificent aroma followed by a crisp, vibrant aftertaste.

www.born.co.jp

KATOUKICHIBEE SHOUTEN

BORN
Tokusen Junmai Daiginjo

sweet — dry

A sophisticated sake that flows irresistibly over the tongue. Its refreshing fragrance of grapefruit seduces the nose.

www.born.co.jp

KATOUKICHIBEE SHOUTEN

BORN
Yuma wa Masayuma
"Dreams Come True"

sweet — dry

Aged at -17 °F for 5 years, this smooth and melodious sake has an incredibly deep aroma and a sharp, strident finish.

www.born.co.jp

KATOUKICHIBEE SHOUTEN

CHOKAISAN
Junmai Daiginjo

sweet — dry

A unique yeast, derived from flowers, gives this elegant sake a bouquet of liconce, fresh herbs and a hint of Asian pear.

www.tenju.co.jp

TENJU SHUZO

DASSAI 23
Junmai Daiginja

sweet — dry

Using rice polished to 23% (highest level in the market) it has a long finish with a fruity and floral aroma
http //asahishuzo.ne jp

ASAHISHUZO CO , LTD.

DASSAI 39
Junmai Daiginja

sweet — dry

With a hint of tropical fruit like young pineapple..mango..apples and pears this sake has a sharp freshness and brilliance
http //asahishuzo ne jp

ASAHISHUZO CO., LTD.

DASSAI 5D
Junmai Daiginja

sweet — dry

An almighty sake that can bring out the best in any food It has a gorgeous balance of acidity, sweetness and aroma
http //asahishuzo ne jp

ASAHISHUZO CO , LTD.

DENEMON
Junmai Daiginja

sweet — dry

This slightly dry sake presents a fantastic ensemble of aroma and taste It is smooth and clean with a refreshing finish
www denemon com

ECHIGO OENEMON CO , LTD

ECHIGO HANA RONBORI
Daiginja

sweet — dry

Brewed in a region known for snow r ce and sake this sophisticated sake with an opulent floral and fruity fragrance has a strikingly clear crisp flavor

ECHIGO SAKE BREWERY

GEKKEIKAN HORIN
Junmai Daiginja

sweet — dry

Brewed using rice and water from Kyoto, this ultra premium junmai daigmo shows off its clean mild flavor and fruity nose
www gekkeikan-sake com

GEKKEIKAN SAKE (USA), INC.

HIDEYOSHI FLYING PEGASUS
Agad Daiginja

sweet — dry

This limited edition of aged sake is a rare blend of 8 5 and 3 year old sake It is smooth and pours like liquid diamonds.
www hideyoshi co jp

SUZUKI SHUZOUTEH

HOUREKI

sweet — dry

It boasts a dazzling fruitiness with a creamy perfume The harmonious balance of sweet and sour is best enjoyed chilled
english daishichi com

DAISHICHI SAKE BREWERY

KAGATOBI "AI"
Junmai Daiginjo

sweet — dry

This sake has a light, pleasant body which spreads throughout the palate and a clean finish. It is fabulous with light dishes.

www.fukumitsuya co.jp

FUKUMITSUYA SAKE BREWERY

KEN

sweet — dry

Boasting a gorgeous fruity fragrance of melons, pears, and peaches, it is elegant and crisp with a beautiful finish.

www.sake-suehiro.jp

SUEHIRO SAKE BREWERY CO., LTD.

MASAKURA

sweet — dry

The discreet aroma of this refreshing sake conjures the essence of early spring. It is silky rich with a well rounded flavor.

english.daishichi.com

DAISHICHI SAKE BREWERY

MINOWAMON

sweet — dry

This remarkably delicate sake has a clear taste with an underlying richness that evokes the natural, elegant aroma of rice.

english.daishichi.com

DAISHICHI SAKE BREWERY

MIYOSAKAE TENMI

sweet — dry

The sweet aroma of melons and pears harmoniously blend with the fragrance of bamboo leaves. It has a sharp, dry finish.

www.seiryosyuzo.com

SEIRYO SYUZO CO., LTD.

MIZBASHO
Junmai Daiginjo

sweet — dry

A dry, medium bodied sake with coconut and tangy apple skin notes is followed by a peppery spice and creamy accents.

www.silkroadspirits.com

NAGAI SAKE, INC.

NANBU BIJIN
"Southern Beauty" Daiginjo

sweet — dry

It opens with a refreshingly fruity aroma and is followed by a rich flavor that strikes a perfect balance on the palate.

www.nanbubijin.co.jp

NANBU BIJIN BREWERY

NINKI ICHI
Daiginjo

sweet — dry

A medium-bodied sake with layers of flavors. It is satiny and fruity yet dry with Asian pear, honeycomb and anise aromas.

www.silkroadwineandspirits.com

NINKI, INC.

OKUNOMATSU
Daiginjo Ihei

sweet — dry

Bottling only the drops that fall naturally through the filtration sac it boasts a delicate aroma that is unique to daiginjo

www.okunomatsu.co.jp

OKUNOMATSU SAKE BREWERY CO., LTD

OSAKAYA CHOBEI
Daiginjo

sweet — dry

A refined sake with a delicate anise scent. It is round and silky on the palate with an abundance of ripe fruit flavors.

www.ozekisake.com

OZEKI CORPORATION

OZEKI DRAFT
Junmai Daiginjo

sweet — dry

A draft sake prominent with elevating fresh fruity aroma. Nouveau – the first batch is exclusively available during winter.

www.ozekisake.com

OZEKI SAKE (USA), INC

ROJO HANA ARI
"a little bloom on a path"

sweet — dry

Ripe pear and honey notes with creamy nce scent, this stunning sake is full-bodied and semi-dry with a clear.. pure personality

www.kotsuzumi.co.jp/global/kotsuzumi/

NISHIYAMA SAKE BREWERY

TAITEN SHIRAGIKU

sweet — dry

A gentle impression in the mouth is followed by a sharp, bright flavor and a floral scent. Its slight bite is refreshing.

www.shiragiku.com

SHIRAGIKU SHUZO CO., LTD

TSUKASABOTAN
Daiginjo

sweet — dry

It is smooth, well balanced and extremely aromatic with clementine peach daffodils, w stena and a h nt of fresh green grass

www.tsukasabotan.co.jp

TSUKASABOTAN CO., LTD

UME NO YADO Bizen Omachi
Junmai Daiginjo

sweet — dry

An elegant sake with a silky finish. Its refined flavor and gorgeous aroma go wonderfully with sushi and sashimi

www.umenoyado.com

UME NO YADO BREWERY CO., LTD

A comprehensive sake catalog will be available at

www.sake-guide.com

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吟醸

GINJO

OENEMON
Junmai Ginjo

sweet — dry

This full-bodied and mild sake has a depth of flavor and a refined quality that lingers nicely. It is very smooth and silky.

www.denemon.com

ECHIGO OENEMON CO., LTD.

DENSHIN YUKI

sweet — dry

A pure and light sake with a calming aroma and a dry finish. It evokes the image of fresh snow as you savor it.

www ippongi co jp

IPPONGI KURO HONTEN

DEWATSURU HABATAKI
Juamai Ginjo

sweet — dry

Brewed from locally grown Akinosei rice, this sake is slightly dry with a crisp mineral rich flavor and a clean finish

www igeta jp

AKITA SEISHU

GASANRYU
Kisaragi

sweet — dry

A dainty and sleek sake with a bright and clean flavor. This medium dry sake has a slight melon scent and a sharp finish

www kurouzaemon com

SHINDO SAKE RREWERY CO , LTD

GASSAN-NO-YUKI
Junmai Ginjo

sweet — dry

A satiny and dainty palate with a clean and fresh nose. It is dry with a nice bite and a notable sweetness reminiscent of ripe melons

GASSAN SAKE RREWERY CO , LTD

GORIKI

sweet — dry

A dry sake with a fresh and bright aroma of grapes and pears. Its elegant yet strong body comes from Goriki rice of Totton

www chiyomusubi co jp

CHIYOMUSUBI SAKE RREWERY CO , LTD.

KAGATOBI
Junmai Ginjo

sweet — dry

This sake has a rich ginjo aroma and a soft savory flavor of rice that end with a pleasant, clean finish

www.fukumitsuya co jp

FUKUMITSUYA SAKE RREWERY

KAORI

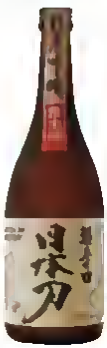
sweet dry

Gorgeous aroma of muscat grapes and bananas. Its light, refreshing note is great for beginners and connoisseurs alike.

www.ohoshi.co.jp/kuramoto/yamagata/

YAMAGATA HONTEN CO., LTD.

KATANA
Junmai Ginjo



sweet dry

A full-bodied sake with persistant richness. This super-dry sake has a subdued ginjo aroma that highlights its core.

www.hananomai.co.jp

HANANOMAI SHUZO CO., LTD.

MANABITO
Ginjo

sweet dry

This crisp and clean ginjo's dry entry builds to a mineral rich finish. Its unique character envelops a wide range of food.

www.hinomaru-sake.com

HINOMARU JOZO

MANABITO
Kimoto Junmai Ginjo

sweet dry

Meticulously aged in bottles for 2 years, this rare kimoto style sake is earthy, delicate and smooth with a great acidity.

www.hinomaru-sake.com

HINOMARU JOZO

MIZBASHO
Ginjo

sweet dry

A round, satiny entry leads to a fruity body of ripe apple and spicy dried pear flavors. It finishes with a tangy nectarine.

www.silkroadandspirits.com

NAGAI SAKE, INC.

NINKI ICHI KURO NINKI

sweet dry

A buoyant, fruity sake with pineapple and radish notes. Its coconut, buttermilk and pear aromas are enticing on the palate.

www.silkroadwineandspirits.com

NINKI, INC.

RIHAKU OMACHI
"Origin of Purity" Junmai Ginjo

sweet dry

A smooth and harmonious sake with a gorgeous aroma. It beautifully lingers on the palate, leaving you wanting more.

www.rihaku.co.jp

RIHAKU SAKE BREWING COMPANY

RIHAKU
"Waudering Poet" Junmai Ginjo

sweet dry

A junmai ginjo brewed slowly at low temperatures. It is crisp and full-bodied with a delightful aroma and a clean finish.

www.rihaku.co.jp

RIHAKU SAKE BREWING COMPANY

RYO

sweet dry

A smooth and luxurious entry with a subtle bitterness that leads to a dry finish. It is a sprightly sake for any occasion

www.chiyomusubi.co.jp

CHIYOMUSUBI SAKE BREWERY CO., LTD.

SHOIN

sweet dry

Blossoming bouquet of violets and Hacs with the fruitiness of Granny Smith apples. It is gracefully rich and medium dry

www.oboshi.co.jp/kuramoto/yamagata/

YAMAGATA HONTEN CO., LTD.

TOMOJU

Junmai Ginjo

sweet dry

A smooth sake with a fresh aroma of grapes and pleasant acidity. It pairs well with any type of cuisine

www.aiyu-sake.jp

AIYU SAKE BREWERY CO., LTD.

TSUKASABOTAN FU-IN

Ginjo

sweet dry

Very fragrant with a fresh, young ginjo aroma. The sake is light and refreshing. While dry it has a powerful taste

www.tsukasabotan.co.jp

TSUKASABOTAN CO., LTD.

UME NO YADO

Juumai Ginjo

sweet dry

A fruity aroma and savory richness awaken your senses. Serve it chilled, and it pairs exceptionally well with seafood dishes.

www.umenoyado.com

UME NO YADO BREWERY CO., LTD.

特別純米

TOKUBETSU JUNMAI

CHIYOMUSUBI

Tokubetsu Junmai

sweet dry

It is elegant on the palate with a hint of crisp spiciness. Its well-balanced flavor fades with a long, clean finish

www.chiyomusubi.co.jp

CHIYOMUSUBI SAKE BREWERY CO., LTD.

GEKKEIKAN HAIKU

Tokubetsu Junmai

sweet dry

Filled with an uplifting flavor of apples, this semi-dry sake is brewed with Californian rice and Sierra Nevada water

www.gekkeikan-sake.com

GEKKEIKAN SAKE (USA), INC.

HOUSUI "Fragrant Water"
Tokubetsu Juemei

sweet — dry

The tangy aroma of yeast and the luscious sweetness of rice are irresistible. It has a long and harmonious finish

www.sakestory.com

SAKE STORY, LLC

KOTSUZUMI
Tokubetsu Juemei 180ml

sweet — dry

A robust rice flavor and an elegant aroma are packed in this petite 180ml bottle. It is a perfect portion for one person

www.kotsuzumi.co.jp/global/kotsuzumi/

NISHIYAMA SAKE BREWERY

KOTSUZUMI
Tokubetsu Juemei 500ml

sweet — dry

Brewed from a rare premium sake rice, its full rice flavor is complemented by an extremely dry finish with elegant aroma

www.kotsuzumi.co.jp/global/kotsuzumi/

NISHIYAMA SAKE BREWERY

NANBU BIJIN
"Southern Beauty" Tokubetsu Junmai

sweet — dry

A palatable note reminiscent of ripe cantaloupes with a clean finish. It is an excellent meal companion

www.nanbubijin.co.jp

NANBU BIJIN BREWERY

YAMAOA NISHIKI
Tokubetsu Junmai

sweet — dry

A lush, full-bodied sake that boasts fruity and floral flavors and a hint of rice. Its dry finish wonderfully complements rich meals.

www.ozekisake.com

OZEKI CORPORATION

純米

JUNMAI

BUNRAKU
Nihonjin no Wasuremono

sweet — dry

This sake is a perfect match with Japanese cuisine. Its unique blue bottle also accentuates your dining experience

www.buraku.net

BUNRAKU CO.,LTD

CHIKUHA
"Bamboo Blade" Junmai

sweet — dry

A junmai sake with elegant dryness and full-bodied flavor. It matches perfectly with seafood dishes.

www.kazuma.co.jp

KAZUMA SAKE BREWERY

OENEMON
Junmai

sweet — dry

A well-balanced sake with a delightful acidity, brilliant aroma and an easy to drink texture. It pairs well with any food

www.denemon.com

ECHIGO OENEMON CO., LTD.

DEWATSURU
Kimoto Junmai

sweet — dry

This classic sake has a great mellow flavor and acidity. Its rustic nature pairs well with chicken or vegetables on the grill.

www.igeta.jp

AKITA SEISHU

GEKKEIKAN BLACK & GOLD
Junmai

sweet — dry

A full-bodied and rich sake with a smooth and mellow flavor. It is versatile and can be served hot, lukewarm or cold

www.gekkeikan-sake.com

GEKKEIKAN SAKE (USA), INC

HATSUMAGO
Junmai Kimoto

sweet — dry

This soft, refreshing sake has a beautifully light, pleasant texture when it hits the palate, yet has a uniquely deep flavor

www.hatsumago.co.jp

TONOKU MEIJO CO., LTD

HYOREI
Junmai Genshu / Undiluted Sake

sweet — dry

A pure genshu style sake with rich dried fruit aroma and a potent flavor of rice. It is well-balanced with a dry finish

www.ozekusake.com

OZEKI CORPORATION

KAGATOBI
Junmai Cho Karukuchi

sweet — dry

A super-dry sake made in the traditional yamahai style. Its pleasant acidity depth and richness lead to a sharp finish

www.fukumitsuya.co.jp

FUKUMITSUYA SAKE BREWERY

KAGUYAHIME

sweet — dry

It is light and satiny with the taste of marshmallows and yogurt. The acidic edge accentuates its mellow sweetness

www.yamamotohonke.jp

YAMAMOTO HONKE CO., LTD.

KOMATSU TATEWAKI
Junmai Turu Suke

sweet — dry

Aged in a cedar wood barrel, it is remarkably smooth with the aroma of peppercorn and a moderately sweet finish

www.ozekusake.com

OZEKI CORPOKATION

MIZUHO KUROMATSU "KENBISHI"

sweet — dry

A full-bodied sake with many layers of rich and robust flavors. Its gentle and round aftertaste elevates your senses.

www.silkroadwineandspirits.com

KENBISHI SAKE BREWERY, INC.

OZEKI

Junmai

sweet — dry

A dry and full-bodied sake with a melon flavor. It is brewed in America with Ozeki's 300 years of experience.

www.ozekisake.com

OZEKI SAKE (USA), INC.

OZEKI DRY

Junmai

sweet — dry

It is dry and delicate on the palate with a bursting fruitiness. It comes in a 750ml bottle that is ideal to share at a party.

www.ozekisake.com

OZEKI SAKE (USA), INC.

OZEKI DRY FANCY

Junmai

sweet — dry

A refreshing fruitiness is pleasant against its dry and light body. The 180ml bottle is perfect for your personal delight.

www.ozekisake.com

OZEKI SAKE (USA), INC.

OZEKI ONE CUP

Junmai

sweet — dry

The most popular "cup sake" in Japan this well balanced, traditional sake is full bodied with a complex fruity flavor.

www.ozekisake.com

OZEKI CORPORATION

SASAICHI

sweet — dry

A crisp and dry sake brewed with the natural water of Mt. Fuji. It is refreshing with a subtle mineral undertone.

www.sasaishi-sa.jp

SASAICHI SHUZO CO., LTD

SUEHIRO YAMAHAI

sweet — dry

A well-rounded sake with intricate hay and smoke aroma. The soft sweetness against its acidity is a hallmark of yamahai sake.

www.sake-snehiro.jp

SUEHIRO SAKE BREWERY CO., LTD

SUIJIN

sweet — dry

SUIJIN means "God of Water" in Japanese. It is an extremely dry sake with a superb complexity and a powerful rice flavor.

www.asahiraki-net.jp/

ASABIRAKI CO.,LTD

TATEWAKI
Junmoi

sweet — dry

Sharp when served chilled and mild when hot. It offers a combination of full-bodied flavor and a light smooth finish

www.ozekisake.com

OZEKI CORPORATION

TSUKASABOTAN
Junmai

sweet — dry

A dry, smooth and light sake with a calming aroma. Its mellowness spreads gently on the palate and fades with a clean finish

www.tsukasabotan.co.jp

TSUKASABOTAN CO., LTD

TSUKASABOTAN
SENCHU HASSAKU

sweet — dry

Dry, full-bodied yet smooth with rich flavors of rice, minerals and fruits. It has a nice balance with a slight bitterness.

www.tsukasabotan.co.jp

TSUKASABOTAN CO., LTD

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More than 100 brands from the world's finest sake brewers and shochu distillers will be on display.

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本醸造

HONJOZO

HIDEYOSHI
Honjozo

sweet — dry

With rustic flavors of rye and oats this honjozo sake is rich and complex on the palate with a wonderful long finish

www.hideyoshi.co.jp

SUZUKI SHUZOUTEN

HIDEYOSHI
Nomacho Honjozo

sweet — dry

This once pasteurized sake is youthful and vibrant with notes of toasted nut, fresh bread and lychee. Serve it chilled

www.hideyoshi.co.jp

SUZUKI SHUZOUTEN

KARATAMBA
Honjozo

sweet — dry

This dry medium bodied sake has a light vanilla flavor and faint nuttiness. It is clear and refined with a crisp edge

www.ozekisake.com

OZEKI CORPORATION

OHKAGURA

sweet — dry

A simple well-rounded sake with subtle richness and a sweet undertone. This honjozo sake s superb quality.

www shiragiku com

SHIRAGIKU SHUZO CO , LTD

ONI NO SHITABURUI

sweet — dry

A rich and well rounded sake with a terrific mineral taste This super dry sake is powerful and robust with a velvety body.

www chiyomusubi co jp

CHIYOMUSUBI SAKE BREWERY CO , LTD

URA-GASANRYU

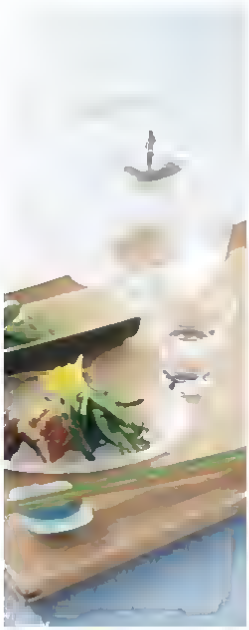
Noka

sweet — dry

This sake is remarkably aromatic with a fresh succulent taste Its subtle elegance makes it an ideal choice for any occasion

www kurouzuemon com

SHINDO SAKE BREWERY CO , LTD



にごり

NIGORI

DASSAI 50

Nigori Junmai Daiginjo

sweet — dry

Made in the daiginjo style this unfiltered sake is light on the palate while retaining a robust flavor of rice

http://asahishuzo.ne jp

ASAHISHUZO CO , LTD

RIHAKU

"Dreamy Clouds" Tokubetsu Junmai Nigori

sweet — dry

A fruity, unfiltered sake with a slight cloudiness of rice residue It is complex and nutty with a hint of prune bouquet

www rihaku co jp

RIHAKU SAKE BREWING COMPANY

SHIRO SASA

Unfiltered Sake

sweet — dry

Suspended in a snowy cloud of subtle sweetness it marries light refreshing flavors with a luscious creamy quality

www ozekisake com

OZEKI SAKE (USA) INC

SHIRAKAWAGO
Sinsanigori

sweet — dry

An aromatic unfiltered sake that highlights the natural essence of rice at its best It is dry and has a viscous texture

www miwashuzo co jp

MIWA SHUZO CO , LTD

スパークリング

SPARKLING

DASSAI 39
Sparkling Nigori Junmai Daiginjo

sweet — dry

Using the same brewing method as champagne this sparkling fruity sake makes a great celebratory drink.

http //asahishuzo ne jp

ASAHISHUZO CO , LTD

GEKKEIKAN ZIPANG
Junmai Sparkling

sweet — dry

A naturally carbonated sparkling sake with a low alcohol content It is light and sweet with a clean refresh ng finish

www gekkeikan-sake com

GEKKEIKAN SAKE (USA), INC.

HANA AWAKA
Sparkling Sake

sweet — dry

This cute sparkling sake brings your taste buds alive with bursting sweetness bright fruity flavor and tangy bubbles

www ozekisake com

OZEKI CORPORATION

MIZBASHO "PURE"
Sparkling Sake

sweet — dry

A savory rice flavor with delicate bubbles titillates your taste buds Its short, elegant finish is fantastic as an aperitif.

www silkroadandspirits com

NAGAI SAKE, INC.

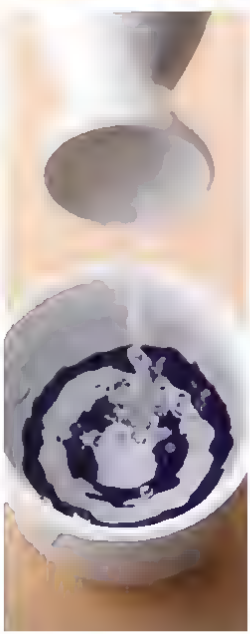
POOCHI POOCHI

sweet — dry

A surprising swirl of bubbles brings out a fruity sweet flavor with a light citrus accent. Enjoy it as a vibrant aperitif.

www sake-suehiro jp

SUEHIRO SAKE BBEWERY CO , LTD



その他

OTHER

MINATO HARBOR TSUCHIZAKI
Yamahai Futsu Shu

sweet — dry

A tangy, hearty and semi sweet sake with a great acidity. This traditional yamahai style sake is extremely versatile.

http://jizakemonogatari.net

NABA SHOUTEN

MINATO HARBOR TSUCHIZAKI
Yamahai Nama Gaashu

sweet — dry

This undiluted unpasteurized sake has an intense yeast aroma and strong notes of mushroom that go well with hearty food.

http://jizakemonogatari.net

NABA SHOUTEN

YUZUOMOI

sweet — dry

A brisk essence of yuzu citrus lingers comfortably on the palate. Its mild acidity encompasses the faint sweetness of yuzu.

www.yamamotohonke.jp

YAMAMOTO HONKE CO., LTD.

YUZU SHU

sweet — dry

Plenty of natural yuzu citrus juice is blended in this sake. It is brisk with a sweet undertone and a pungent aroma.

www.umenoyado.com

UME NO YADO BREWERY CO., LTD

AIYU UME

sweet — dry

A concentrated aroma of plums, apricots and dried fruits. The mild bite of plums brilliantly complements its sweetness.

www.aiyu-sake.jp

AIYU SAKE BREWERY CO., LTD

ARAGOSHI UME SHU

sweet — dry

Plums are infused in the sake and married with plum pulp. Its charming and enticing sweetness makes it perfect as a dessert.

www.umenoyado.com

UME NO YADO BREWERY CO., LTD

GINKOUBAI

sweet — dry

A sweet and elegant plum sake. It holds a perfect equilibrium of sweet and sour without being too syrupy or harsh.

www.ippongi.co.jp

IPPONGI KUBO HONTEN

KAORI UMESHU

sweet — dry

A vibrant plum and peach aroma with a rich, long finish. It is made with a 10 year aged rice shochu and organic plums

www oboshi co jp/kuramoto/yamagata/

YAMAGATA HONTEN CO , LTD.

UMEKANON

sweet — dry

A junmai sake blended with succulent plums plays on your palate as you enjoy the perfect ensemble of sweet and sour

www asabiraki-net jp/

ASABIRAKI CO ,LTD

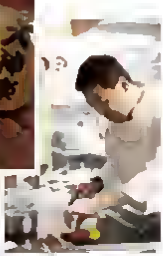
GINKOUBAI HANNYA TOU

sweet/spicy

Its sweet full-bodied entry leads to a bold spicy lift of red pepper The contrast of flavors will excite your taste buds

www ipponqi co jp

IPPONGI KUBO HONTEN



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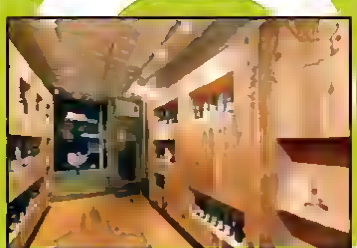

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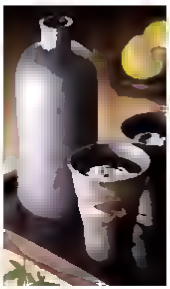
SHOCHU Health benefits of Shochu

In Japan, it's well known that shochu has more health benefits than other types of alcoholic beverages, and even doctors often recommend shochu to patients with obesity and gout if they like to drink alcohol. But what kinds of benefits does shochu actually have?

Low in calories Shochu is produced by fermenting and distilling ingredients, and during this process minerals and extracts are removed while the flavor and aroma are retained. Therefore, shochu's caloric value and sugar content remain lower than other types of alcoholic beverages. Also, because shochu is often enjoyed on the-rocks, *mizuwari* (diluted with cold water) and *oyuwari* (diluted with hot water), this makes its caloric value even lower.

Broken down easily in the body Thanks to its distillation process, shochu's alcohol component becomes highly refined. This means that the alcohol in shochu can be broken down more easily and faster by the human body, compared to other types of alcoholic drinks. So if you are prone to hangovers, shochu might be the right beverage for you.

Dissolving blood clots In Japan, shochu is mainly divided into two categories depending on its production method: *honkaku shochu* (formerly called *Otsu rui*) and others (formerly called *Kou rui*). The former is single distilled shochu with no more than 45% alcohol by volume, and the latter refers to multiple-distilled shochu with alcohol by volume of less than 36%. Because it's distilled only once, honkaku shochu retains more of the ingredients' original flavor and aroma, as well as their health benefits. Shochu in this category contains a much higher volume of "urokinase," an enzyme that is effective in dissolving blood clots.



This means that honkaku shochu works well in preventing heart attacks and cerebral infractions. Though it's known that polyphenol antioxidants in wine inhibit the occurrence of blood clots, they do not dissolve existing blood clots like urokinase does. Some clinical studies have shown that people who drink honkaku shochu have urokinase that is about 1.5 times more active than in wine drinkers and 2 times more active than in whiskey drinkers.

HAMA NO IMOTA
Sweet Potato Shochu

An authentic shochu distilled from sweet potatoes and sake malt. Its soft and earthy flavor with a faint aroma of sweet potato does not overwhelm the palate and pairs wonderfully with any meal.

www.chiyomusubi.co.jp

CHIYOMUSUBI SAKE BREWERY CO., LTD

HEIHACHIRO
Sweet Potato Shochu

This authentic shochu is brewed using carefully selected Miyazaki Beni Kotobuki sweet potatoes and black malt. It is exceptionally fragrant and characterized by a bold and persistent flavor.

www.kyo-ya.com

KYOYA DISTILLER & BREWER CO., LTD

KAIKOUZU
Sweet Potato Shochu

The distinctive sweetness and mellow flavors of rare Kurikogane sweet potatoes are brilliant with a dry finish. It's strong and earthy yet clean on the palate and great on the rocks or with hot water.

www.fukiage.co.jp

FUKIAGE SHOCHU CORPORATION

KAPPA NO SASOI-MIZU
Sweet Potato Shochu

Two strains of sweet potatoes are slowly brewed over a long period of time to achieve a soft, gentle entry with a subtle depth of flavor. It accompanies any types of cuisine marvelously.

www.kyo-ya.com

KYOYA DISTILLER & BREWER CO., LTD

KUROMARU
Sweet Potato Shochu

A delicate shochu with the subtle richness of sweet potatoes and a fruity, sweet aroma. Its light body with many layers of flavors stands out from other sweet potato shochu that are bold and earthy.
www.suntory.com

SUNTORY INTERNATIONAL CORP.

SATSUMA GOOAI
Sweet Potato Shochu

This traditional Satsuma shochu is made from locally grown sweet potatoes and fine water from a sacred mountain in Kagoshima. Best enjoyed with hot water which gives it a subtle sweet potato flavor.
www.satsuma-godai.co.jp

YAMAMOTO SHUZO CO., LTD

AKA ONI
Barley Shochu

A barley shochu with a clean and neutral entry leads to a sweet fragrance of star fruits and oranges that comes alive on the palate as you savor it. This shochu is incredibly soft and smooth.
www.obisugi.co.jp

INOUE SYUZO CO., LTD

KAN NO KO
Barley Shochu

This barley based shochu, preserved for three years, has a great depth of flavor that is reminiscent of refined, mild Scotch. It has a golden color and rich, soft flavor with tropical fruit aromas.
www.satsuma.co.jp

SATSUMA SHUZO CO., LTD

KOHAKU NO YUME
Barley Shochu

This extremely polished barley based shochu is a two year preserve and has a wonderfully rich mellowness that opens up on the palate, similar to brandy. It has the aroma of cedar wood and lemon oil.
www.satsuma.co.jp

SATSUMA SHUZO CO., LTD

HAKUTAKE SHIRO
Rice Shochu

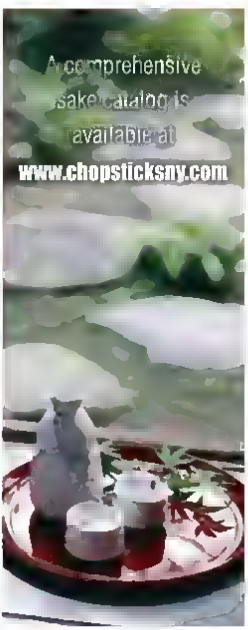
Brewed using premium rice and mineral rich water, it is a vibrant rice based shochu with an elegant, fruity fragrance. Its delectable rice essence brings out the best flavor in any accompanying meal.
www.hakutake.co.jp

TAKAHASHI SHUZOH CO.,LTD

KUMEJIMA NO KUMESEN
Awamori

Made entirely from Thai rice, it is earthy on the palate with aromas of wheat, banana and licorice. The quintessential taste of traditional awamori and the essence of Okinawa are hidden in this bottle.
www.k-kumesen.co.jp

KUMEJIMA'S KUMESEN CO., LTD



BEER Beer Culture in Japan

Japanese people drink alcoholic beverages with meals more often than enjoying them by themselves. Thanks to this tradition, the Japanese have refined their sense of pairing beverage and foods. Beer is the most common starter drink, and there is even a phrase, "Tonaezu biru," meaning "Beer, first." This implies that beer is a good choice to start the meal before moving on to to drinks with more alcohol content and richer flavor.

Also, because Japanese tend to prefer beer that is clear and delicate on the palate, most of the mass-produced Japanese beers are traditionally of the Pilsner type, whose features fit Japanese tastes and drink culture. However, in 1994 when Japan's alcohol taxation law was reformed and became more lenient to smaller brewers, many microbreweries started to brew a variety of craft beers. At this time Japanese became exposed to different types of beers and flavors, from earthy to delicate and from bold to gorgeous, and now they can choose any flavor according to the type of cuisine as well as the occasion.

One of the unique creations among Japanese craft beer is a sake yeast beer, which is brewed with the same yeast and koji used in brewing sake. This has become a common method, and sake yeast beer is one of the categories in beer competitions in Japan.

Including imported beer, the Japanese can enjoy more varieties of beer today than ever before. It can be said to be the most thriving period for drink, and it is expected that the Japanese beer culture will further evolve in terms of drinking style and food pairings.

COEDO
Beniaka

A premium lager made with malt, barley, hops and sweet potatoes. It has a beautiful shade of red amber and a toasty, sweet flavor with a complexity. It perfectly accompanies any grain and meat dishes.
www.coedobrewery.com/e

COEDO BREWERY

COEDO
Ryara

A full bodied beer with a silky head that accentuates the palatable essence. Savor it slowly to appreciate its fine, toasty caramel malt. It pairs well with rich meals like oysters and foie gras.
www.coedobrewery.com/e

COEDO BREWERY

COEDO
Ruri

This beer has a gorgeous aroma and savory bitterness of hops that creates a perfect harmony on the palate, leaving an elegant impression. It pairs well with summery dishes like salad and carpaccio.
www.coedobrewery.com/e

COEDO BREWERY

COEDO
Shikkoku

It pours with a silky head over a black body. 2 types of black malts and 6 barley strains are carefully brewed and matured to achieve a well-rounded body. Enjoy it with chocolate, nuts and other sweets.
www.coedobrewery.com/e

COEDO BREWERY

COEDO
Shiro

A white beer with a cloudy golden color It is light but comes with just enough body and the wheat malt gives it a sweet and fruity fragrance of bananas Pair it with summer vegetables pork and salmon dishes
www coedobrewery.com/e

COEDO BREWERY

ECHIGO STOUT

A dark beer with a high note of hops and malt accompanied by a hint of sweetness. The thick, creamy head adds extra depth to this bold and full-bodied beer It is a stout for the true beer enthusiast.
www echigo-beer.jp

ECHIGO BEER CO , LTD

KOSHIHIKARI ECHIGO BEER

This premium lager is brewed with Koshihikari rice from Niigata Prefecture Japan It is clean and simple yet packed with a delicious rice flavor It makes an excellent companion for Japanese cuisine
www echigo-beer.jp

ECHIGO BEER CO , LTD

PREMIUM RED ALE

This ale is characterized by its beautiful shade of deep red It is brewed using a carefully selected Amarillo hops for a pungent citrus nose a sleek medium body and a noticeable bitterness
www echigo-beer jp

ECHIGO BEER CO., LTD

Mitsuwa®
MARKETPLACE

595 River Rd.
Edgewater, NJ 07020
201-941-9113
newjersey@mitsuwa.com

Supermarket
9:30AM-9:00PM
Food Court
11:00AM - 8:00PM

Mitsuwa features about
20 specialty stores.

www.mitsuwa.com/english
Click for more info

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NYC Port Authority.
Operates daily via our
private shuttle bus
or Take NJ Transit
Bus #158

Distributors At-A-Glance

All sake, shochu, and Japanese beer featured in this catalog are distributed by the companies listed below. Available bottle sizes in the U.S. are also indicated.

Chart indication **A** - bottle size 150ml 180ml 200ml or 250ml **B** - bottle size 300ml 330ml 333ml 360ml or 375ml **C** - bottle size 500ml **D** - bottle size 720ml or 750ml **E** - bottle size 1l 1.5l or 1.8l

DAIEI TRADING CO., INC.

14-50 128th St., College Point NY 11356
TEL. 718-539-8100

Name of the sake	A	B	C	D	E
Aragoshi Umeshu				●	
Ume No Yado Bizen Dmachi Junmai Daiginjo				●	
Ume No Yado Junmai Ginjo				●	
Yuzu Shu				●	

JFC INTERNATIONAL INC.

40 Vanick Ave., Brooklyn NY 11237
TEL. 718 456 8805

Name of the sake	A	B	C	D	E
Aiyu Ume		●			
Aka Oni Barley Shochu				●	
Chiyomusubi Tokubetsu Junmai				●	
Denshin Yuki Junmai Ginjo				●	
Echigo Hana Bonbori Daiginjo			●		
Gasanryu Kisaragi Junmai Ginjo		●			
Ginkoubai Plum Sake				●	
Ginkoubai Hannya Tou Spicy Plum Sake	●				
Goriki Junmai Ginjo				●	
Hama No Imota Sweet Potato Shochu				●	
Hana Awaka Sparkling Sake	●				
Hachacho Sweet Potato Shochu				●	
Houreki Daishichi Junmai Daiginjo				●	
Hyorei Junmai Genshu		●			
Kaguyahime Junmai		●	●		
Kaikouzu Sweet Potate Shochu				●	
Kaori Junmai Ginjo		●		●	●
Kaori Umeshu				●	
Kappa No Sasoi-Mizu Sweet Potato Shochu				●	
Karatamba Honjozo		●		●	●
Ken Daiginjo				●	
Komatsu Tatewaki Junmai Taru Sake				●	
Kotsuzumi Rojo Hana An Junmai Daiginjo				●	
Kotsuzumi Tokubetsu Junmai			●		
Kotsuzumi Tokubetsu Junmai	●				

Name of the sake	A	B	C	D	E
Masakura Junmai Daiginjo				●	
Minowamon Junmai Daiginjo				●	
Miyosakae Tenmi Junmai Daiginjo				●	
Mizbasho Junmai Daiginjo			●		
Mizbasho Ginjo	●			●	●
Mizbasho "Pure" Sparkling Sake				●	
Mizuho Kuromatsu "Kenbishi" Junmai Yamahai				●	
Ninki Ichi Daiginjo				●	
Ninki Ichi Kuro Ninki Junmai Ginjo		●		●	
Ohkagura Honjozo		●			●
Oni No Shitaburui Honjozo			●		●
Osakaya Chobei Daiginjo		●		●	●
Ozeki Draft Junmai Daiginjo				●	
Ozeki Dry Fancy Junmai	●				
Ozeki Dry Junmai		●		●	●
Ozeki Junmai				●	●
Ozeki One Cup Junmai	●				
Poochi Poochi Sparkling		●			
Ryo Junmai Ginjo	●				
Sasaichi Junmai				●	
Shiro Sasa Unfiltered Sake		●			
Shoin Junmai Ginjo			●		
Suehiro Yamahai Junmai					●
Sujin Junmai		●		●	●
Taiten Shiregiku Daiginjo				●	
Tatewaki Junmai		●			●
Tomoju Junmai Ginjo		●			
Umekanon Junmai Plum Sake			●		
Ura-Gasanryu Koka Honjozo				●	
Yamada Nishiki Tokubetsu Junmai		●		●	●
Yuzuomoi			●		

NISHIMOTO TRADING CO., LTD.

602 Washington Ave. Carlstadt NJ 07072
TEL. 201-804-1600

Name of the sake	A	B	C	D	E
Denemon Junmai				●	
Denemon Junmai Daiginjo				●	
Denemon Junmai Ginjo				●	

Name of the sake	A	B	C	D	E
Hatsumago Junmai Kimoto				●	
Kagatobi Junmai Cho Karakuchi				●	
Kagatobi Junmai Daiginjo Al				●	
Kagatobi Junmai Ginjo				●	
Kan No Ko Barley Shochu				●	
Katana Junmai Ginjo				●	
Kohaku No Yume Barley Shochu				●	
Kumejima No Kumisen AWAMORI				●	
Kuromaru Sweet Potato Shochu				●	
Okunomatsu Daiginjo Ihei				●	
Satsuma Godai Sweet Potato Shochu				●	
Tsukasabotan Daiginjo				●	
Tsukasabotan Fu-In Ginjo				●	
Tsukasabotan Junmai				●	
Tsukasabotan Senchu Hassaku Junmai				●	

NY MUTUAL TRADING CO., LTD.

25 Kickerbocker Rd. Moonachie NJ 07074
TEL 201-933-9555

Name of the sake	A	B	C	D	E
Born: Hoshi "The Earth" Junmai Daiginjo			●		
Born: Hyozan "Ice Berg" Junmai Daiginjo		●			
Born: Muroka Namagenshu	●			●	
Born: Tokusen Junmai Daiginjo		●		●	
Born: "Wing of Japan" Junmai Daiginjo				●	
Born: Yume Wa Masayume Junmai Daiginjo					●
Coedo Beniaka Beer		●			
Coedo Kyara Beer		●			
Coedo Ruri Beer		●			
Coedo Shikkoku Beer		●			
Coedo Shiro Beer		●			
Dassai 23 Junmai Daiginjo		●		●	
Dassai 39 Junmai Daiginjo		●		●	
Dassai 39 Sparkling Nigori Junmai Daiginjo		●			
Dassai 50 Junmai Daiginjo		●		●	
Dassai 50 Nigori Junmai Daiginjo		●		●	
Echigo Stout Beer		●			
Hakutake Shiro Rice Shochu	●			●	
Koshihikari Echigo Beer			●		
Nanbu Bijin "Southern Beauty" Daiginjo				●	
Nanbu Bijin "Southern Beauty" Tokubetsu Junmai		●		●	●
Premium Red Ale		●			

PALEEWONG TRADING CO., INC.

628 10th Ave. New York NY 10036
TEL. 212-245-4660

Name of the sake	A	B	C	D	E
Housui "Fragrant Water" Tokubetsu Junmai		●		●	●

SIDNEY FRANK IMPORTING CO., LTD.

20 Cedar St. Suite 203 New Rochelle NY 10801
TEL 914-637-5739

Name of the sake	A	B	C	D	E
Gekkeikan Black & Gold Junmai				●	
Gekkeikan Haiku Tokubetsu Junmai		●		●	
Gekkeikan Horin Juumai Daiginjo		●		●	
Gekkeikan Zipang Junmai Sparkling	●				

VINE CONNECTIONS

1750 Bridgeway B104 Sausalito CA 94965
TEL 917-495-2274

Name of the sake	A	B	C	D	E
Rihaku "Dreamy Clouds" Tokubetsu Junmai Nigori		●		●	
Rihaku Omachi "Origin of Purity" Junmai Ginjo				●	
Rihaku "Wandering Poet" Junmai Ginjo		●		●	

WINE OF JAPAN IMPORT, INC.

235 West Parkway Pompton Plains NJ 07444
TEL 973-835-8585

Name of the sake	A	B	C	D	E
Bunraku - Nihonjin No Wasuremono Junmai		●			
Chikuha "Bamboo Blade" Junmai				●	
Gassan-No-Yuki Junmai Ginjo		●		●	●
Shirakawago Sasanigori Junmai Ginjo		●		●	

WINEBOW, INC.

236 W. 26th St., New York NY 10001
TEL 212-255-9414

Name of the sake	A	B	C	D	E
Chokaisan Juumai Daiginjo				●	
Dewatsuru Habataki Junmai Ginjo				●	
Dewatsuru Kimoto Junmai				●	●
Hideyoshi Flying Pegasus Aged Daiginjo				●	
Hideyoshi Honjozo				●	
Hideyoshi Namacho Honjozo		●			
Manabito Ginjo				●	
Manabito Kimoto Junmai Ginjo		●		●	
Minato Harbor Tsuchizaki Yamahai Futsu Shu				●	
Minato Harbor Tsuchizaki Yamahai Nama Genshu				●	

ADVERTISEMENT

Quality Shochu Gaining More NY Fans

Typhoon Lounge in the East Village, an izakaya, is one of the forerunners when it comes to shochu in NYC. They have been serving the beverage since they opened a decade ago, long before it was popular, and have seen first hand how the shochu trend has grown in NYC. The restaurant has recently expanded their shochu list, due to growing demand, and Kuromaru was one of the new additions. We asked manager Mr. Satoshi Tanaka, how this newcomer is being received by his customers.

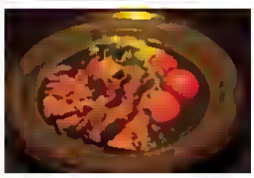
What made you decide to add Kuromaru?
We actually just added it three weeks ago when we decided to expand our beverage list, and Kuromaru was one of the drinks that was recommended to us by the distributor. We really wanted a brand that not only had some name recognition, but also a good reputation for its quality, and thought Kuromaru was a perfect match for what we needed.

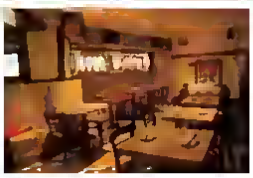
What do you like about Kuromaru?
We like it because it is a very smooth, easy-to-drink, potato based shochu, yet it has a definite potato flavor that's very refreshing. When it comes to potato based shochu, you really want to enjoy its unique potato aroma, and this one definitely has that, but it's very light at the same time.

How do you and your customers like to drink Kuromaru?
Well, I am a huge shochu fan myself, so I would say potato based shochu like Kuromaru is best on the rocks so you can really appreciate it, but in the winter time, people like to have it *oyuwari*. Not many shochu lovers like to mix potato based shochu with anything but water, but with one exception. Oolong tea, somehow goes really well with potato based shochu like Kuromaru.

What would you pair Kuromaru with from your menu?
Since we are an izakaya, I think Kuromaru would basically go with anything here. Our signature dish is *Miso Kalbi* (miso flavored grilled beef belly) and I think Kuromaru happens to go really well with it, because Kuromaru is very refreshing after something rich and strong like miso and kalbi, and it also has a strong core that can hold up to those strong tastes. On the other hand, it would also go with something lighter like *Maguro toro Steak* (cubed tuna steak with yuzu, and daikon radish). It's a small dish that's very light but has a little punch. With a good quality shochu like Kuromaru, I personally think it's best to enjoy it in small sips with small bites, little by little, with a dish like this. Even with a light dish like this, Kuromaru doesn't get in the way of the dish. It's just a very good drink to have with food.

How has the drinking trend changed since you first opened?
Looking back the last 12 years, I can say people are now definitely more educated about Japanese drinks. We had shochu since the day we opened, but back then, there were only about 2 different types of mugi based shochu that was available. So *chuhai* (shochu cocktail) was the big thing back then. Chuhai is still popular, but now with so many different types of shochu being available in the United States, shochu's become a very exciting beverage. That's why many of our non Japanese customers are now discovering shochu as well.





Like a great table wine, Kuromaru can enhance any cuisine. The refreshing hint of sweet potato in Kuromaru is a perfect counterpart to Miso-Kalbi, washing away the extra richness enough to dive into the lighter Maguro-toro Steak.

Typhoon Lounge
79 St. Marks Pl. (bet. 1st & 2nd Aves.), New York, NY 10003 / TEL. 212-979-2680

Kuromaru
Sweet potato shochu with a mild and brilliant taste and a clean finish
Sweet Potato Shochu 24% ALC./Vol

SUNTORY
Please Drink Responsibly

Imported by Suntory International Corp
New York, NY 10036
Distributed by Nishimoto Trading Co. LTD

A Shochu Moment with Kyoya

- Miyazaki's Oldest Shochu Distillery -

Vol.30 'Kappa no sasoi-mizu'

The southern part of Kyushu Island in Japan is known to produce many premium brands of pork and poultry, and it is also the birthplace of shochu spirits. The locals praise their sweet potato shochu for being the perfect companion for enjoying locally grown meats on the grill. Shochu compliments grilled lean meat like liver and tongue superbly, and it especially accentuates the savory sweetness from the sizzling pork. I like to sip many glasses of shochu while waiting for the meats to cook on the tabletop grill, and it hardly ever gives me a hangover. Kappa no Sasoi-mizu contains 20 percent alcohol, and I recommend you order it by the bottle. At Yakiniku Riki, you can enjoy Japanese style BBQ and shochu at reasonable prices. Enjoy your meal with shochu on the rocks.

-Hayato Hishinuma-

2010 09 08 06 Monde Selection - Grand Gold Medal
2008 Monde Selection -International High Quality Trophy
2008 iTQi Superior Taste Award Brussels - 1 Stars
2007 Monde Selection - Gold Medal
2007 IWSC - SILVER Medal
2007 SF World Spirits Competition - Bronze Medal

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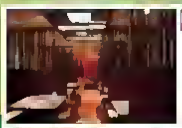

Information

The place to drink
"Kappa no Sasoi-mizu" *Yakiniku Riki*
250 East 52nd Street, New York, NY 10022
Tel:212-826-4110

Distributed by JFC International, Inc. 718.456 8805

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Smooth & Elegant *sake with palatable aroma*

Gasanryu - Kisarazu (Junmai Ginjo)

Ura-Gasanyru - Koka (Honjozo)

Rich & Bold *Flavors in the Bottle*

Denshin

Ibe (Junmai) Yuki (Junmai Ginjo) Rin (Junmai Daiginjo)

JFC INTERNATIONAL INC 40 Varick Ave. Brooklyn, NY 11237 TEL: 718-456-8805 / www.jfc.com

Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor.

Coupon available at **www.chopsticksny.com**

GROCERY

M2M B way & 114th — Japanese
2935 Broadway (bet. 114th & 115th St.)
212-280-4600

Dainobu — Japanese
129 E. 47th St. (bet. Lexington & 3rd Ave.)
212-755-7980

Katagiri & Co., Inc — Japanese
224 E. 59th St. (bet. 2nd & 3rd Ave.)
212-755-3566

Yagura — Japanese
24 E. 41st St. (bet. 5th & Madison Ave.)
212-679-8777

H Mart Han Ah Reum — Korean
25 W 32nd St (Bet. Broadway & 5th Ave)
212-695-3283

Woorijip — Korean
12 W. 32nd St. (Bet. 5th Ave. & Broadway)
212-244-1115

Japan Premium Beef — Other
57 Grant Jones St. (bet. Bowery & Lafayette)
212-260-2333

JAS Mart — Japanese
35 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-420-6370

M2M E. Village — Japanese
200 E. 11th St. (at 3rd Ave.)
212-353-2636

Sunrise Mart Astor Pl. — Japanese
4 Stuyvesant St. 2FL (09th St.&3rd Ave.)
212-598-3040

Pearl River Mart — Chinese
477 Broadway (Grand St. & Broom St.)
800-878-2448

Sunrise Mart SoHo — Japanese
494 Broome St. (W. Broadway & Wooster)
212-219-0033

Toppin Mart — Japanese
91 Mulberry St. (bet. Canal & Bayard St.)
212-962-4622

Family Market — Japanese
29-15 Broadway (bet. 29th & 30th St.)
718-958-7925

H Mart Northern Blvd. — Korean
141-40 Northern Blvd. (Parsons & Browne)
718-358-0700

H Mart Northern Blvd. — Korean
156-40 Northern Blvd. (156th & 157th St.)
718-888-0005

H Mart Union St. — Korean
29-02 Union St. (at 29th Ave.)
718-445-5656

H Mart Williston Park — Korean
400 Hillside Ave. Williston Park, NY 11596
516-689-0270

H Mart Woodside — Korean
56-16 Woodside Ave. (59th & 60th St.)
718-446-0750

Sakura-ya — Japanese
73-05 Austin St. (bet. Ascan Ave. & 73rd Rd.)
718-268-7220

H Mart Great Neck — Korean
495 Great Neck Road, Great Neck NY 11021
516-482-3113

Nara Japanese Foods — Japanese
169A Main St. Port Washington, NY 11050
516-883-1838

Shin Nippon Do — Japanese
63 Main Ave. Port Washington, NY 11577
516-625-1414

DAIDO — Japanese
522 Mamaroneck Ave. White Plains NY
914-683-8735

DS Seafood — Japanese
14-16 North Central Ave. Hartsdale NY 10530
914-946-3065

Fuji Mart Scarsdale — Japanese
818 Wh te Plains Rd. Scarsdale, NY 10583
914-472-1488

Kam Sen Foods — Korean
22 Barker Ave. White Plains NY 10601
914-428-4500

NIJIYA Market — Japanese
18 N. Central Ave. Hartsdale, NY 10530
914-949-2178

Diahinbo — Japanese
280 Halstead Ave. Harrison, NY 10528
914-835-4380

Asian Market — Chinese
91 Colv n Ave. Albany NY 12203
518-456-8168

Fuji Mart — Japanese
1212 E. Putnum Ave. Rivers de, CT 06878
203-698-2107

J-Mart — Japanese
15 Orange St. New Haven CT 06510
203-782-1234

Family Market NJ — Japanese
10 Franklin Tpk. Waldwick, NJ 07463
201-444-5133

H Mart Cherry Hill — Korean
1720 Marlton Pike. Cherry Hill, NJ 08003
856-489-4611

H Mart Edison — Korean
518-14 Old Post Rd. Edison, NJ 08817
732-248-8585

H Mart Englewood — Korean
25 Lafayette Ave. Englewood, NJ 07631
201-871-4822

H Mart Little Ferry — Korean
260 Bergen Tpke. Little Ferry, NJ 07643
201-814-0400

H Mart Ridgefield — Korean
321 Broad Ave. Ridgefield, NJ 07657
201-943-9800

Mitsuwa Marketplace — Japanese
595 River Rd. Edgewater, NJ 07020
201-941-9113

Ridgewood Fisheries — Japanese
30 Prospect St. Ridgewood, NJ 07450
201-670-0892

Kotobukiya — Japanese
1815 Massachusetts Ave. Cambridge, MA
617-354-8914

Maido — Japanese
36 N. Narberth Ave. Narberth, PA 19072
610-747-0957

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	Nancy's Wine	
313 Columbus Ave. (bet. 74th & 75th St.) 212-877-4040		**Sake/ Shochu**
	Garnet Wine	
325 Lexington Ave. (bet. 68th & 69th St.) 212-772-3211		**Sake/ Shochu**
	Mister Wright	
1503 3rd Ave. (bet. 89th & 90th St.) 212-722-4564		**Sake/ Shochu**
	Ambassador Wine	
1020 2nd Ave. (at 54th St.) 212-421-5078		**Sake/ Shochu**
	Landmark wine	
167 W. 23rd St. (6th & 7th Ave.) 212-242-2323		**Sake/ Shochu**
	MJK liquor	
161 3rd Ave. (bet. 15th & 16th St.) 212-475-9168		**Sake/ Shochu**
	Union SQ Wine	
140 5th Ave. (at 19th St.) 212-675-8100		**Sake/ Shochu**
	LEDU WINES	
700 Washington St. (at Leroy St.) 212-924-6998		**Sake**
	Astor Wine	
399 Lafayette St. (at 4th St.) 212-674-7521		**Sake/ Shochu**
	SAKAYA	
324 E. 9th St. (bet. 1st and 2nd Ave.) 212-505-7253		**Sake/ Shochu**
	Warehouse Wines	
735 Broadway (at W. 8th St.) 212-982-7770		**Sake/ Shochu**
	East Village Wine	
189 Stanton St. (bet. Clinton & Attorney) 212-358-7700		**Sake**
	Granyette Wine	
151 Grand St. (bet. Crosby & Lafayette St) 212-625-1735		**Sake/ Shochu**
	New York Wine EX	
9 Broadway (bet. Morris & Battery Pl.) 212-422-2222		**Sake/ Shochu**
	September Wines L.E.S.	
100 Stanton St. (at Ludlow St.) 212-398-0770		**Sake**
	Heights Chateau	
123 Atlantic Ave. Brooklyn, NY 11201 718-330-0863		**Sake/ Shochu**
	Smith and Vine	
268 Smith St. (bet. Douglass & Degraw) 718-243-2[illegible]		**Sake**
	SHUGO	
12 North Central Ave. Hartsdale, NY 10530 914-949-5800		**Sake/ Shochu**
	Delite Super Market	
420 Washington St. Hoboken, NJ 07030 201-420-7600		**Sake/ Shochu**

PR

GOHAN Event Report –vol.1–

Showcasing TOFU as a Versatile Ingredient

The Gohan Society recently presented an educational event, "Journey from Soybean Field to Table," revealing the many fascinating and surprising aspects of tofu.

Japan has a profound culinary culture that should be shared globally, and Sanri Kawano established the **Gohan Society** to foster an understanding and appreciation in the United States of this great culinary heritage. With celebrated culinary experts as founding members, the nonprofit organization provides culinary exchange programs and outreach to chefs, culinary arts professionals, and all who admire and enjoy Japanese culture.

The Gohan Society holds various events, programs, and lecture series to achieve its mission, and it just held an open-to-the-public event at New York's French Culinary Institute on April 5, "Journey from Soybean Field to Table," that featured tofu in honor of National Soyfoods Month. The event started with a comprehensive presentation by Yoko Difrancia of House Foods America, a tofu manufacturer, about tofu's history, its health benefits, how tofu is made, and the company's quality-control methods. Following this introduction, the program moved on to the main course, Chef Lee Anne Wong's tofu cooking demonstration.

Chef Wong — consultant and "Top Chef" extraordinaire — showcased her global, seasonal approach to this super food as she created three innovative tofu dishes: *Tofu Falafel with Asparagus and Meyer Lemon Tahini*, *Tofu Chawanmushi with Salmon, Green Onions, Mushrooms, and Lettuce* and *Tofu Honey Panna Cotta with Blood Oranges and Pistachio*. Chef Wong, who confessed that tofu is now part of her everyday diet, commented, "Tofu can take many forms. It's not something eaten as a meat substitute. I use it in soups, sauces, shakes, purees, and pastes. As I demonstrated today, it's really a healthy alternative because the assumption is we are substituting for cream, so we are cutting a lot of fat but maintaining the texture and richness."

Participants picked up on her cooking tips and creative ways to expand on tofu's incredible versatility. Mark, a food journalist, remarked, "Tofu is a great ingredient, but I think in this country we misunderstand it. We think of it as a substitute for meat instead of just its own ingredient, so I was glad Chef Wong chose three different recipes and we got to see some different ways of using it."

The Gohan Society's upcoming events and lecture series this year are on its website, and event reports will be featured in *Chopsticks NY* each month.

The Gohan Society
301 W. 57th St. #3C, New York, NY 10019
TEL: 212-385-3550 / www.gohansociety.org

Time Line

▲ Chef Lee Anne Wong who recently visited Japan, shared her culinary experiences and passions for the featured ingredient of the day, tofu.

▼ This event at the French Culinary Institute (FCI) was sponsored by House Foods America, the primary tofu-producing company in the United States, and supported by the FCI

From left: Tofu Falafel with Asparagus and Meyer Lemon Tahini, Tofu Chawanmushi with Salmon, Green Onions, Mushrooms and Lettuce, and Tofu Honey Panna Cotta with Blood Oranges and Pistachio

House Foods

Tofu Everyday

SUN	MON	TUE	WEO	THU	FRI	SAT
1 Italian-style Bacon Alfredo Bowl	2 Tofu Pumpkin Pie	3 Tofu	4 Caribbean Style Crab & Tofu Cakes	5 Tofu	6 Tofu & Pumpkin Thai Green Curry	
7	8 Tofu Avocado	9 Tofu Milanese with Roasted Lemon	10 Spicy Lemongrass Tofu	11 Tofu	12 Tofu Cinnamon Carrot Pineapple Cake	13 Vegetarian Split Pea Tofu Stew
14 Tofu Hummus Wrap	15 Fried Tofu with Peanut Sauce	16 Tofu	17 Vegetable Soup with Tofu	18 Garlic Rellenos with Tofu	19 BLT Pasta Salad	20 Chow Mein with Tofu
21 Tofu Cutlet with Snake Bean	22 Mexican Fiesta Casserole	23 Enchiladas with Tofu	24 Tofu	25 Garlic Goddess Pasta	26	27 Tofu pumpkin Soup
28 Tofu	29 Tofu	30 Tofu Primavera Pizza	31 Mango Smoothie			

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Recipes and More www.house-foods.com

FOOD DRINK GROCERY

RESTAURANT REVIEW
NOODLE CAFÉ ZEN / ROSANJIN / MOMOYA AMSTERDAM

ASIAN RESTAURANT REVIEW
TUE THAI FOOD

LISTINGS
JAPANESE RESTAURANT
OTHER ASIAN RESTAURANT

NOODLE / SUSHI / JAPANESE

Noodle Café Zen

31 St. Mark's Pl. (bet. 2nd & 3rd Aves.) New York, NY 10003
TEL. 212-533-6855
Sun, Mon. 12pm-11:30pm, Tue - Sat: 12pm-1am

The East Village today is full of Japanese eateries and one of the most popular kinds of Japanese food offered there now is noodle soups. To the Japanese, noodle soups are like mac and cheese, or a nice juicy burger that satisfies the stomach and the soul. For the past 30 years, **Noodle Café Zen** in the heart of the East Village has been serving a variety of Japanese noodles from udon to ramen, and they take pride in offering their customers the true taste of Japan. Owner Mr. Okayama is a noodle fanatic himself, claiming he eats it "at least 4 times a week," so you know you are in good hands here. There are 17 varieties of noodles one can choose from, ranging from about $9 to $11. But the establishment is not necessarily just about noodles. They have almost every Japanese standard on the menu like sushi and tempura, as well as an array of small dishes like gyoza, and yakitori. With a relatively young clientele being in the midst of a college town, the restaurant is also known for their extremely kind prices where sushi is always 50% off and Happy Hour starts at 10pm, beer and chuhai (shochu cocktails) are reduced to half-price.

ASSORTMENT ROLL

It's all about eating well and staying within your budget here. The portions are a good size that will satisfy even hungry big-eaters. They also provide free delivery to surrounding areas.

3 Best Sellers

- **Tonkotsu-Ramen** $8.50
- **Nabeyaki Udon** $8.95
- **Sushi Mania 8 pcs & 1 Roll** $19.95

JAPANESE / KAISEKI

Rosanjin

141 Duane St. (bet. Church St. & W. Broadway), New York, NY 10013
TEL. 212-346-7807 / www.rosanjintribeca.com
Mon-Sat: 6pm-11pm (Last order: 9:30pm)

Named after an important Japanese gourmand/ceramic artist, Rosanjin Kitaoji, who founded the Bishoku (Gourmet) Club, **Rosanjin** in Tribeca serves traditional Japanese kaiseki. Executive Chef Mr. Kazuki Shimazaki, an established kaiseki chef, brings authentic Kyoto-style cuisine to NY with his signature dashi (base) that he perfected working many years in Japan. Their menu often changes because they use the best ingredients available in the season, and accordingly you will find many Japanese delicacies here. Presentation is also a large part of their cuisine — executed exquisitely at the establishment, from cuisine to the carefully coordinated ceramics, which is another legacy of Rosanjin Kitaoji. Typically kaiseki is a course menu, and here at Rosanjin varieties of courses ranging from $80 to $200 are offered. Also Seasonal Mini Kaiseki is available for $40. They take it one step further to make kaiseki more accessible for everyone: they are offering "kaiseki-style a la carte dishes that enable casual dining experiences with a playful twist." Their a la carte is a great way to sample authentic kaiseki cuisine according to your own budget. Sake pairings are also available with the courses.

ASSORTMENT OF SPRING ZENSAI APPETIZERS

Assortment of Sprng Zensai Appetizers includes *hotaru ika* (small squid) broccoli rabe, tuna and flounder, *ikaman-zushi*, *karasumi* (salted mullet roe) and *kuruma ebi* (Japanese prawn). The selection of the ingredients, presentation, and subtle flavors of the Kyoto style is well represented in this dish.

3 Best Sellers

- **Kaiseki Course** $80-200
- **Tilefish & Tofu Steamed with Sake** $15
- **Simmered Black Pork Belly** $14

JAPANESE / SUSHI

Momoya Amsterdam

427 Amsterdam Ave. (bet. 80th & 81st Sts.), New York, NY 10024
TEL. 212-580-0007
Lunch: Sat, Sun 12 pm -5 pm, Dinner: Sun-Thu 5 pm -11 pm, Fri & Sat 5:30-11:30 pm

The Upper West Side does not lack for restaurants, but there are few that have as casual a vibe and as high quality food as **Momoya Amsterdam**. This modern Japanese restaurant strives to provide new preparation of this traditional cuisine. According to Manager, Maiko Kyogoku, Momoya's philosophy is to "respect Japanese flavors while adding modern twists," and a glance at its menu reveals that it has been successful in achieving this. They've just been joined by new executive chef Eiji Takase, and he is updating the menu. One of his recent innovations is the *Momoya Black Cod Roll*, whose combination of shiso, cucumber, gari, crispy sweet potato and spicy miso sauce is a big hit. Momoya's prices are reasonable to begin with, but it offers several great deals to its customers. The $24 prix fixe menu is available from 5:30-7pm each night and includes appetizer, entrée and dessert! For those who are serious about their sushi and sashimi, there are tasting menus for both that go for $40. Momoya has a sleek atmosphere that remains cozy thanks to the incorporation of natural elements like stone floors and wood walls. Momoya received Michelin recommendations for the last two years.

LOBSTER ROLL

A recent addition to the menu, *the Lobster Roll* is comprised of lobster, mango, and avocado, and wrapped with pink soy paper. It creates a nice medley of different flavors and textures in the mouth, and spicy mango sauce and mayo sauce really add a kick to it.

3 Best Sellers

- **Yellowtail Ceviche** $18
- **Shumai** $8
- **Salmon Crunchy Roll** $11

Japanese Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

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Upper West

Akai Sushi Lounge — $18
507 Columbus Ave (bet. 84th St & 85th St)
212-362-8200

Bar Masa — $69
The Warner Ctr., 10 Columbus Cr., 4th Fl.
212-823-9800

Dan Japanese Restaurant — $20

Serving affordable Japanese dishes for $20 or less in the heart of Lincoln Sq. for over 30 years. Our sushi chef, Mr. Miyata and the Ishiguro chef, Mr. Hara are both native Japanese and have been satisfying our patrons with delicious meals for over a decade.
2018 Broadway (at 68th St.)
212-877-5255

Gari — $80
370 Columbus Ave. (bet. 77th & 78th St.)
212-362-4616

Haru — $35
433 Amsterdam Ave. (bet. 80th & 81st St.)
212-579-5855

Ichia Restaurant — $20
53 W. 100th St. (Manhattan & Columbus)
212-865-4888

Kitaro — $25
110 Amsterdam Ave. (bet. 64th & 65th St.)
212-787-3009

Kauzan — $25
515 Amsterdam Ave. (at 83rd St.)
212-280-8038

Kumo Sushi — $30
165 W. 72nd St. (Amsterdam & Columbus Ave.)
212-580-2228

Mama Sushi — $25
237 Dyckman St. (Broadway & Five Mile Dr.)
212-544-0003

Mana Organic Cafe — $20
548 Amsterdam Ave. (bet. 81st & 82nd St.)
212.787.1110

Masa — $400
The Warner Ctr., 10 Columbus Cr., 4th Fl.
212-823-9800

Matsu — $25
453 Columbus Ave. (bet. 83rd & 84th St.)
212-799-7522

Mamoya Amsterdam — $35
427 Amsterdam Ave. (bet. 80th & 81st St.)
212-580-0007

Nan Sushi — $20
2236 Broadway (bet. 82nd St & 83rd St)
212 769-1003

Next Door — $25
813 W. 187th St. (Pinehurst & Fort Washington)
212-543-2111

Ozu — $20
566 Amsterdam Ave. (bet. 87th & 88th St.)
212-787-8316

Planet Sushi — $25
318 Amsterdam Ave. (Corner of 79th)
212-712-2162

Saga Grill — $25
1269 Amsterdam Ave. (bet. 122nd & 123rd St)
212-666-2990

Saji's — $25
25 W. 109th St. (bet. Riverside & Amsterdam)
212-749-1834

Suma Sushi — $25
964 Amsterdam Ave. (bet. 107th & 108th St.)
212-280-5058

Sun-Chan — $25
2707 Broadway (bet. 103rd & 104th St.)
212-749-5008

Sushi A-Go-Go — $20
1500 Broadway (bet. 43rd & 44th St.)
212-724-7340

Sushi Hana — $35
469 Amsterdam Ave. (bet. 82nd & 83rd St.)
212-874-1078

Sushi Yu 2 — $25
927 W. 181st St. (bet. Pinehurst & Cabrini)
212-781-8833

Tamaya — $35
4030 Broadway (at St. Nicholas Ave.)
212-568-0036

Tenzan — $32
285 Columbus Ave. (bet. 73rd St. & 74th St.)
212-580-7300

Vine Sushi & Sake — $20
2653-55 Broadway (bet. 115th & 116th St.)
212-222-9588

Yuki Sushi — $25
550 Amsterdam Ave. (at 82nd St.)
212 787-8200

Upper East

Aki Sushi — $30
1425 York Ave. (bet. 75th & 76th St.)
212-628-8935

Akito — $25
1771 1st Ave. (bet. 91st & 92nd Ave.)
212-426-8688

Donguri — $54
309 E. 83rd St. (bet. 1st & 2nd Ave.)
212-737-5656

East Japanese — $22
954 E. 86th St. (bet. 1st & 2nd Ave.)
212-734-5270

Fuji Yama — $30
1499 1st Ave. (bet. 76th & 77th St.)
212-249-2722

Geisha — $61
33 E. 61st St. (bet. Park & Madison Ave.)
212-813-1112

Ginza — $25
900 Lexington Ave. (at 62nd St.)
212-980-7696

Hare — $30
1327 3rd Ave. (at 76th St.)
212-452 1028

Haru Saka Bar — $30
1329 3rd Ave. (at 78th St.)
212-452-9230

Hakkaido — $25
1917 2nd Ave. (at 94th St.)
212-289-1902

Ichiro — $30
1634 2nd Ave. (bet. 87th & 88th St.)
212 396-8300

Ihenohana — $25
1016 Lexington Ave. (bet. 72nd & 73rd St.)
212-737-4533

Iron Sushi — $28
355 E. 79th St. (bet. 1st & 2nd Ave.)
212-772-9180

Isohama — $35
1668 3rd Ave. (bet. 93rd & 94th St.)
212-828-0099

Iwasaki Sushi — $25
1103 1st Ave. (bet. 60th & 61st St.)
212 308-8628

Kaa Sushi — $25
1290 1st Ave. (bet. 68th & 69th St.)
212 396-2754

Ko Sushi (2nd Ave.) — $31
1325 2nd Ave. (at 70th St.)
212-439-1678

Ko Sushi (York Ave.) — $31
1619 York Ave. (bet. 85th & 86th St.)
212-772-8838

Koto Sushi — $30
310 E. 53rd St. (bet. 1st & 2nd Ave.)
212-421-1216

Kyoto Sushi — $30
1240 Lexington Ave. (bet. 83rd & 84th St.)
212 288-5024

Matsu — $30
411 E. 70th St. (bet. York & 1st Ave.)
212-744-5454

Mr Ginger — $33
1572 2nd Ave. (bet. 81st & 82nd St.)
212 988-1188

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1596 3rd Ave. (bet. 90th & 91st St.)
212-289-7603

Oshi Sushi — $35
1575 3rd Ave. (bet. 88th & 89th St.)
212 828-9368

Poke — $30
343 E. 85th St. (bet. 1st & 2nd Ave.)
212 249-0569

Sasabune — $85
401 E. 73rd St. (bet. 1st & York Ave.)
212-249-6513

Shabu-Shabu 70 — $37
314 E. 70th St. (bet. 1st & 2nd Ave.)
212-861-5535

Sushi Hana — $30
1501 E. 2nd Ave. (at 78th St.)
212-327-0502

Sushi of Gari — $80
402 E. 78th St. (bet. 1st & York Ave.)
212-517-5340

Sushi Seki — $57
1143 First Ave. (bet. 62nd & 63rd St.)
212-371-0239

Sushi Suki — $25
1577 York Ave. (bet. 83rd & 84th St.)
212-249-3768

Tatani 72 — $20
1400 2nd Ave. (bet. 72nd & 73rd St.)
212-472 1700

Tenzan — $35
1714 2nd Ave. (at 89th St.)
212-369-3900

Tenyahi Boy — $7
1640 3rd Ave. (bet. 91st & 92nd St.)
212-987 7150

Tokubei 86 — $25
314 E. 86th St. (bet. 1st & 2nd Ave.)
212-628-5334

TORI SHIN — $70
1133 1st Ave. (bet. 64th & 65th St.)
212 355-8401

Totoya — $25
1144 1st Ave. (at 63rd St.)
212 753-0422

Tsuki Restaurant — $25
1410 First Ave. (bet. 74th & 75th St.)
212-517-6960

Wajima — $40
134 E. 61st St. (bet. Lex. & Park Ave.)
212-813-9095

Wasabi Lobby — $30
1584 2nd Ave. (at 82nd St.)
212 585-8882

YUKA Restaurant — $25
1957 2nd Ave. (bet. 100th & 101st St.)
212-772-0775

Yuho — $25
1531 York Ave. (at 81st St.)
212-988-5800

Midtown West

Aki Sushi — $30
366 W. 52nd St. (bet. 8th & 9th Ave.)
212-262-2666

Aoki — $30
234 W. 48th St. (bet. Broadway & 8th Ave.)
212-956-2350

Bamboo 52 — $18
344 W. 52nd St. (bet. 8th Ave. & 9th Ave.)
212-315-2777

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47 W. 56th St. (bet. 5th & 6th Ave.)
212 581-0990

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212-354-1405

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308 W. 58th St. (bet. 8th & 9th Ave.)
212-397-0404

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253 W. 55th St. (bet. Broadway & 8th Ave.)
212-581 2240

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212-730-5555 www.gogocurryusa.com — $8.5

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205 W. 43rd St. (bet. Broadway & 8th Ave.)
212-398-9810 — $35

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857 9th Ave. (bet. 55th & 56th St.)
212-258-2998 — $14

Midtown West **Inakaya**
320 8th Ave. (at 40th St.)
212-354-2195 — $45

Midtown West **Iroha**
152 W. 49th St. (bet. 6th & 7th Ave.)
212-398-9049 — $20

Midtown West **Ise 56**
56 W. 56th St. (bet. 5th & 6th Ave.)
212-707-4702 — $20

Midtown West **Ishihama**
315 5th Ave. (at 32nd St.)
212-686-0202 — $25

Midtown West **Katsu-hama 55**
43-45 W. 55th St. (bet. 5th & 6th Ave.)
212-541-7145 — $18

Midtown West **Kodama 45**
301 W. 45th St. (bet. 8th & 9th Ave.)
212-582-4085 — $20

Midtown West **Koi**
40 W. 40th St. (5th & 6th Ave)
212-921-9330 — $60

Midtown West **Kyotofu**
705 5th Ave. (bet. 49th & 49th St.)
212-974-4012 — $25

Midtown West **Manchanko-Tei**
43-45 W. 55th St. (bet. 5th & 6th Ave.)
212-247-1585 — $18

Midtown West **Menkui-Tei**
60 W. 56th St. (bet. 5th & 6th Ave.)
212-757-1642 — $20

Midtown West **Monster Sushi**
22 W. 46th St. (bet. 5th & 6th Ave.)
212-398-7707 — $30

Midtown West **Natsumi**
228 W. 50th St. (bet. Broadway & 8th Ave.)
212-258-2900 — $30

Midtown West **NOBU 57**
40 W. 57th St. (bet. 5th & 6th Ave.)
212-757-3000 — $100

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212-581-1581 — $50

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19 W. 52nd St. (bet. 5th & 6th Ave.)
212-489-2525 — $30

Midtown West **Sugiyama**
251 W. 55th St. (bet. Broadway & 8th Ave.)
212-956-0870 — $90

Midtown West **Sushi Damo Damo**
330 W. 58th St. (bet. 8th & 9th Ave.)
212-707-4703 — $60

Midtown West **Sushi of Gari 46**
347 W. 46th St. (bet. 8th & 9th Ave)
212-957-0046 — $60

Midtown West **Sushi Zen**
108 W. 44th St. (bet. 6th & 7th Ave.)
212-302-0707 — $70

Midtown West **Sushidan**
123 W. 45th St. (bet. 6th & 7th Ave.)
212-398-2100 — $45

Midtown West **Sushiya**
28 W. 56th St. (bet. 5th & 6th Ave.)
212-247-5756 — $20

Midtown West **Tachigui Sobaya**
732 7th Ave. (bet. 49th & 50th St.)
212-265-1181 — $8

Midtown West **Teriyaki Boy**
885 9th Ave. (bet. 57th & 58th St.)
212-307-7202 — $7

Midtown West **Yakiton TOTTO**
251 W. 55th St. (bet. Broadway & 8th Ave.)
212-245-4555 — $40

Midtown West **Yoshinoya**
255 W. 42nd St. (bet. 7th & 8th Ave.)
212-703-5340 — $7

Midtown West **Yummy Sushi**
30 Rockefeller Plaza Concourse Level
212-459-2100 — $7

Midtown East

Midtown East **Aburiya Kinnosuke**
213 E. 45th St. (bet. 2nd & 3rd Ave.)
212-867-5454 — $51

Midtown East **Aquamarina**
713 2nd Ave. (bet. 38th &39th St.)
212-297-1810 — $30

Midtown East **Azusa**
3 E. 44th St. (bet. 5th & Madison Ave.)
212-681-0001 — $25

Midtown East **Chiyoda Sushi**
18 E. 41st St. (bet. 5th & Madison Ave.)
212-400-0990 — $18

Midtown East **DONBURI-YA**
137 E. 47th St. (bet. Lexington & 3rd Ave.)
212-980-7309 — $25

Midtown East **ESS Teriyaki House**
220 E. 53rd St. (bet. 2nd & 3rd Ave.)
212-888-8075 — $20

Midtown East **Gyu-Kaku**
1005 3rd Ave. 2nd Fl. (at 60th St.)
212-702-8878 — $40

Midtown East **Hakubai**
The Kitano Hotel, 66 Park Ave. (at 38th St.)
212-885-7111 — $60

Midtown East **Haru**
220 Park Ave. (at 48th St.)
212-490-3570 — $35

HAPPY HOUR New 7days! 7-9pm
Beer all $4 / Shochu bottle all $40 only
Umenote
86 E. 3rd st. (bet. 1st & 2nd Ave)
646 654-1122 7pm-1am (sun-thu) -2am (fri-sat)
www.downtownumenote.com

"For Those Who Worship Sushi,
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SERVING NY FOR OVER THREE DECADES...
Hatsuhana
Sushi Restaurant
17 E. 48th St. (bet. Madison & 5th Ave.) | tel: 212 355 3345
Lunch: Mon-Fri 11:45am-2:45pm | Dinner: Mon-Fri 5:30pm-10pm, Sat: 5pm-10pm
WWW.HATSUHANA.COM

Midtown East — Hatsuhana
17 E 48th St (bet. 5th & Madison Ave.) — $50
212-355-3345

Midtown East — Hatsuhana Park

Casual dining experience with authentic and fresh sushi. The combination of premium seafood and rice is sure to please your appetite! A wide variety of appetizers are popular among the Japanese patrons. Enjoy a relaxing time with great food in a cozy atmosphere.
237 Park Ave. (at 48th St.) — $35
212-661-3400 www.hatsuhana.com

Midtown East — Isa 49
151 E. 49th St. (bet. Lexington & 3rd Ave.) — $25
212-319-4979

Midtown East — Izakaya Anyoshi
228 E. 53rd St. (bet. 2nd & 3rd Ave.) — $25
212.319.8940

Midtown East — Izakaya Riki
141 E. 45th St. (bet. 3rd & Lexington Ave.) — $30
212-986-5604

Midtown East — Katsu-hama
11 E. 47th St. (bet. 5th & Madison Ave.) — $18
212 758-5109

Midtown East — Kuruma Zushi
7 E. 47th St. 2nd Fl. (bet. 5th & Madison Ave.) — $110
212-317-2802

Midtown East — MEGU Midtown
845 UN Plaza (1st Ave. Bet. 47th & 48th st.) — $125
212.964.7777

Midtown East — Menchanko-Tei
131 E. 45th St. (bet. Lexington & 3rd Ave.) — $14
212-599-4105

Midtown East — MOCO

Moco Moon Lounge is now open on the 2nd floor of Moco Monster. Sit from 7pm to 2pm they now serve ramen noodles on both floors. Moco is open on Sun & Mon 5pm-11pm Tue-Thu 5pm-1am and Fri & Sat 5pm-2am
516A 3rd Ave. (bet. 34th & 35th St.) — $30
212-685-9663

Midtown East — Nada-Sushi
136 E. 50th St. (bet. Lexington & 3rd Ave.) — $25
212-838-2537

Midtown East — Noniwa
4 E. 46th St. (bet. 5th & Madison Ave.) — $30
212 370-4045

Midtown East — Nippon
155 E. 52nd St. (bet. Lexington & 3rd Ave.) — $49
212.758-0226

Midtown East — Oms/b
156 E. 45th St. (bet. Lexington & 3rd Ave.) — $9
212-922-9788

Midtown East — Onya
143 E. 47th St. (bet. Lexington & 3rd Ave.) — $30
212-715-0460

Midtown East — Restaurant SEO
245 E. 49th St. (bet. 2nd & 3rd Ave.) — $40
212 355-7722

Midtown East — SAKAGURA

The largest sake bar in the world! Serving over 200 varieties of sake and seasonal dishes. Specials. Homemade soba and lunch set of soba & rice bowl are popular! With amazing handcrafted tasted on the basement level is perfect for couples. Private part are available.
211 E. 43rd St. B1F (bet. 2nd & 3rd Ave.)
212-953-7253 www.sakagura.com — $50

Midtown East — Ringa
209 E. 45th St. (bet. 2nd & 3rd Ave.) — $50
212-867-4200

Midtown East — Shabun
125 E. 39th St. (bet. Lexington & Park Ave.) — $30
212-867-6896

Midtown East — Shinbashi
7 E. 48th St. (bet. 5th & Madison Ave.) — $35
212-813-1008

Midtown East — Shochu Bar Hatchan

Conveniently located near Grand Central Station, it's an oasis offering a wide selection of shochu and Japanese tapas. Enjoy drinks with yakitori and sushi served from the adjacent Yakitori East Restaurant. No cover charge. Discover your favorite shochu here.
210 E. 44th St. (bet. 3rd & 2nd Ave.) — $30
212-687-5075 www.shochubar-hatchan.com

Midtown East — Soba TOTTO
211 E. 43rd St. 1st Fl. (bet. 2nd & 3rd Ave.) — $40
212-557-8200

Midtown East — Sushi ANN
38 E. 51st St. (bet. Park & Madison Ave.) — $50
212 755-1780

Midtown East — Sushi Time
821 2nd Ave. (bet. 43rd & 44th St.) — $20
212-883-8533

Midtown East — Sushiden
19 E. 49th St. (bet. 5th & Madison Ave.) — $45
212 758-2700

Midtown East — Takesushi
1026 2nd Ave. (bet. 54th & 55th St.) — $35
212-355-3557

Midtown East — Tokyo
342 Lexington Ave. (bet. 39th & 40th St.) — $50
212-697-8330

Midtown East — Tsushima
141 E. 47th St. (bet. Lexington & 3rd Ave.) — $40
212 207 1938

Midtown East — Udon West
150 E. 46th St. (bet. Lexington & 3rd Ave.) — $10
212-922-9677

Midtown East — Yakiniku Izakaya Riki

Serving authentic yakiniku dinner (Japanese BBQ) with several kinds of red wine, sake and shochu in a romantic semi private dining space. A private brick oven accommodates large parties. Now open Mon-Sat from 6pm to 4am & Sat 5:30pm until 10:30pm
250 E. 52nd St. (bet. 2nd & 3rd Ave.) — $30
212 926-4255

Midtown East — Yakitori East
210 E. 44th St. (bet. 2nd & 3rd Ave.) — $20
212-687-5075

Midtown East — Yakitori Tarys

Torys is the newest Yakitori spot in Midtown. Menu showcases every imaginable part of chicken, lightly seasoned and grilled to perfection! Open late until 3:30am and many special late night dishes like Miso Ramen are available.
240 E. 52nd St. 2Fl (bet. 2nd & 3rd Ave.) — $44
212 813 1600 www.torysnyc.com

Midtown East — YAMA Restaurant
309 E. 49th St. (bet. 1st & 2nd Ave.) — $37
212-355-3370

Midtown East — Yummy Sushi
#75 3rd Ave. Food Court, Lower Level — $7
212-888-8801

the Newest Yakitori Spot in Midtown
Open Late!
Sun - Wed / 5:30pm - 2am
Thu - Sat / 5:30pm - 4am
YAKITORI TORYS
240 E 52nd St New York, NY 10022
212-813-1600 www.torysnyc.com

Korea Town

Korea Town — Ichi Umi Restaurant $25 L
6 E 32nd St (bet Madison & 5th Ave)
212-725-1333

Korea Town — Izakaya Moku

Moku specializes in yakitori, sashimi as well as the izakaya meals and popular Korean dishes. The finest selection of sake and a wide variety Korean drinks are offered and the karaoke room is available for larger groups without any room charge. Open late
10 W 32nd St 2nd Fl (5th Ave & B'way) $20 L
212-736-3232 www.izakayamoku.com

Korea Town — Toyama Sushi $22 L
11 W 36th St (bet 5th and 6th Ave)
212 967-9541

Chelsea

Chelsea — Danoh Sushi $20 L
300 W 23rd St (bet 7th & 8th Ave)
212-727-0808

Chelsea — ENNJU $10 L
20 E 17th St (bet 5th Ave. & Broadway)
646-336-7004

Chelsea — Iron Sushi $25 L
440 3rd Ave (bet 30th & 31st St)
212 447-5822

Chelsea — Izakaya Ten $25
207 10th Ave (bet 22nd & 23rd St)
212 627-7777

Chelsea — Matsuri $30
369 W 16 St (nr 9th Ave.)
212-243-6400

Chelsea — Momoya Chelsea $40 L
185 7th Ave (at 21st St)
212 989-4466

Chelsea — Monster Sushi $30 L
158 W 23rd St (bet. 6th & 7th Ave)
212-620-8131

Chelsea — MORIMOTO $50 L
88 10th Ave (bet 15th and 16th St)
212 989-8883

Chelsea — Noka Naka $50 M L
458 W 17th St (bet. 9th & 10th Ave)
212-525-4544

Chelsea — Rock-n-Sake NY $30 So L
138 W 25th St (bet 6th & 7th Ave)
212 255-7253

Chelsea — Tanuki Tavern $50 L
Gansevoort Hotel 18 9th Ave (at 13th St)
212 660-6768

Chelsea — Tabaya $10 Sa L
144 W 13th St (bet. 6th & 7th Ave)
212 924-3335

Gramercy

Gramercy — 15 EAST $40 So L
15 E. 15th St (bet. Union Sq W & 5th Ave)
212-647-0015

Gramercy — Aji Sushi $25 L
518 3rd Ave (bet 34th & 35th St)
212-689-2055

Gramercy — Aki Sushi $30 L
121 E 27th St (bet Lex & Park Ave S)
212 213-9808

Gramercy — BUTAI $36 L
115 E. 18th St (bet. Park Ave. & Irving Pl.)
212-387-0905

Gramercy — Choshi $20 L
77 Irving Place (at 19th St)
212-420-1419

Gramercy — Hamachi $17 L
34 E. 20th St (bet. Broadway & Park Ave)
212-420-1800

Gramercy — Hene $30 L
346 1st Ave. (at 20th St)
212-598-3285

Gramercy — Heru $35 L
220 Park Ave. South (at 19th St)
646-429-0858

Gramercy — JAPONAIS $65 So L
111 E. 16th St (bet. Irving Pl. & Park Ave. S)
212 260-2020

Gramercy — Kanten Sushi East $15 L
360 3rd Ave (bet. 26th & 27th St)
212-683-2328

Gramercy — Mishuna $25 L
164 Lexington Ave (bet 30th & 31st St.)
212 532-8558

Gramercy — Momokawa $45 L
157 E 20th St (bet. Lexington & 3rd Ave)
212-884-7030

Gramercy — SABURI

It's the only restaurant in NY serving Wafu-chuka (Japanese style Chinese cuisine with a healthy twist. A veteran owner chef of who worked under the Iron Chef Chinese cuisine like you've never experienced before
168 Lexington Ave (bet. 30th & 31st St) $25 L M
212-481-7700 www.saburiny.com

Gramercy — Sushi SAMBA $35 L
245 Park Ave South (bet. 19th & 20th St)
212-475-9377

Gramercy — Sushi Son-nin $40 L
30 E. 33rd St (bet. Madison & Park Ave S)
212-889-2205

Gramercy — Terahawa Ramen $12 L
19 Lexington Ave (bet. 23 & 22nd St)
212 777 2393

Gramercy — YAMA Restaurant $20 Sa L
122 E. 17th St (at Irving Pl.)
212-475-0963

West Village

West Village — aki on west 4 $44
181 W. 4th St (bet 6th & 7th Ave)
212 989-5440

West Village — Blue Ribbon Sushi $51 L
97 Sullivan St (bet. Prince & Spring St.)
212 343-0404

West Village — Cho Cho San

A neighborhood restaurant perfect for a get together with friends and family. They offer their inherited traditional home cooking including many organic and healthy dishes at affordable prices. Student discount available
15 West 9th St (bet. 5th & 6th Ave) $25 L
212-473-3333 www.chochosanrestaurant.com

West Village — Hakata Tonton
81 Grove St (bet. 7th Ave & Bleecker St) $25
212 242-9659

12pm~4:30pm
Lunch Special: $6.95
Tori nan (chicken) Udon
Niku nan (pork) Udon
all day
ANY Noodle + $5
Mini Katsudon
Mini Oyakodon
Mini Unadon
MATSUKADO
JAPANESE TAPAS NOODLE & SUSHI
104 2nd Ave. (bet 6th & 7th street) New York NY 10003 **212.260.3939**
www.matsukado.com

COME AND EXPERIENCE THE BEST OF TRADITION
NEW ROBATA TASTING MENU
– A VARIETY OF DISHES AT DISCOUNTED PRICES

US KOBE BEEF $38/person *Tax and gratuity not included
SEAFOOD $35/person *Tax and gratuity not included

Plate 1	Asparagus & Eringi Mushroom
Plate 2	Japanese Eggplant & Shiitake Mushroom
Plate 3	Ginkgo Nut, Okra & Satoimo (Taro) Potato
Plate 4	Chicken Thigh Skewer & Tsukune (Ground chicken skewer)
Plate 5 Seafood	Your choice of Seafood or Meat King Crab Leg, Fillet of fish of the day & Roasted Rice Ball
Plate 5 Meat	US Kobe Beef Skewers

四舍泉
INAKAYA
231 W. 40th St. (bet. 7th & 8th Ave.)
212-354-2195 / www.inakayany.com
Lunch: 11:30am - 2:30pm (Mon-Fri)
Dinner: 5pm - 11pm (7 days)

West Village **Maumi**
546 LaGuardia Pl (bet. Bleecker & W 3rd St.) $30
212-979-7055

West Village **Miyagi**
220 W 13th St. (bet. 7th & Greenwich Ave) $20
212-620-3830

West Village **Negomi**
173 Perry St. (bet. Thompson & Sullivan St.) $35
212-367-8230

West Village **Raman Takumi**
90 University Pl (bet. 11th & 12th St.) $13
212-229-1489

West Village **Rockmeshe**
11 Barrow St. (bet W. 4th & Bleecker St.) $35
212-675-7775

West Village **Soto**
357 Sixth Ave (bet. W. 4th & Washington Pl.) $45
212-414-3088

West Village **Sushi Mamba**
255 Bleecker St. (Correia St. & Leroy St.) $18
212-675-5885

West Village **Tomae Sushi**
172 Thompson St. (Bleecker & Houston St.) $30
212 777-8346

West Village **Ushiwakamaru**
136 W Houston St (MacDougal & Sullivan) $80
212-228-4181

West Village **YAMA an Carmine St**
349-40 Carmine St.) bet. Bleecker & Bedford) $37
212 989-9330

East Village

East Village **Ashiya**
187 1st Ave (bet. 10th & 11th St.) $15
212-505-3348

East Village **Avenue A Asian World**
103-105 Avenue A (bet. 6th & 7th St.) $20
212-982-4109

East Village **BOND STREET**
6 Bond St. (bet. Broadway & Lafayette St.) $75
212 777 2500

East Village **Cha-An**

Serving a wide variety of teas from China, Japan and India as well as original sweets created by our pastry chef. Daily Special Set for lunch or dinner goes well with wine or sake. Traditional tea ceremony in Seika-do (tatami tea room) is available by reservation.
230 E. 9th St. 2nd Fl (bet. 2nd & 3rd Ave.) $20
212-228-8330 www.chaanteahouse.com

East Village **Chiyono**
326 E. 6th St. (bet. 1st & 2nd Ave.) $15
212-473-3984

East Village **Curry-Ya**

Your hunger will undoubtedly be satisfied at Curry-Ya. Gourmet Japanese Curry boasts amazingly rich and complex flavors and its intimate interior and atmosphere make everyone feel comfortable during alone or with friends. Lunch Set available from noon to 4 pm
214 E 10th St. (bet. 1st & 2nd Ave.) $20
646-602-4779 www.nycurry-ya.com

East Village **Gyu-Kaku**
34 Cooper Sq (bet. 6th & 8th St.) $40
212-475-2988

East Village **Hasaki**
210 E. 9th St. (bet. 2nd & 3rd Ave.) $35
212-473-3327

East Village **GD Restaurant**

Serving lunch from Wed to Sun. Lunch combo ($9.45) includes udon, salad and a choice of chirashi, unagu, salmon teriyaki, chicken teriyaki, hamburger steak or other entree. Free drink: sake & Sapporo Beer combo at only $5!
30 St. Marks Pl (bet. 2nd & 3rd Ave.) $19

East Village **IPPUDO NY**
65 4th Ave (bet. 9th & 10th St.) $20
212-388-0088

East Village **Japonica**
100 University Pl (at 12th St.) $40
212-243-7752

East Village **JEWEL BAKO**
239 E. 5th St. (bet. 2nd & 3rd Ave.) $45
212 979-1012

East Village **Kamiu Raman Hausa**
351 E 14th St. (bet. 1st & 2nd Ave.) $15
212 228-1366

East Village **Kamu Den**
186 Avenue A (bet. 11th & 12th St.) $25
212 777-2096

East Village **Kasadelo**
647 E 11th St. (bet. Ave. B & C) $30
212-777-1582

East Village **Kanka**
25 St. Marks Pl (bet. 2nd & 3rd Ave.) $25
212 254-6363

East Village **Kyo Ya**
94 E. 7th St. (bet. 1st Ave. and Ave. A) $35
212-982-4140

East Village **Matsukado**
104 2nd Ave. (bet. 6th & 7th St.) $15
212-260-3306

East Village **May Chan Ramen**
119 2nd Ave (at 7th St.) $16
212-982-4285

East Village **May's Place Sushi**
121 2nd Ave (bet. 7th & St. Marks St.) $10
212-533-8448

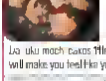
East Village **Menkui-Tei**
83 Cooper Sq (bet. 7th & St. Marks Pl.) $10
212-228-4152

East Village **MINCA**
536 E. 5th St. (bet. Ave. A & B) $10
212-505-9001

East Village **Noton**
58 St. Marks Pl. (bet. 1st & 2nd Ave.) $25
212-533-7711

East Village **Noodle Cafe Zen**

In the heart of East Village Zen has been serving 12 kinds of ramen noodles as well as hearty udon and sushi since 1965. Don't miss out on our All Day 50% OFF discount on all sushi or sushi rolls for an order over $16 and the late night happy hour after 10pm
31 St Marks Pl (bet. 2nd & 3rd Ave.) $12
212-533-6855 www.zensushinyc.com

East Village **Otafuku**

A tiny yet cozy Japanese restaurant specializing in popular Japanese comfort food. Takoyaki, octopus dough and Okonomiyaki pancakes as well as Tonyaki and Udon with red bean paste. Our food will make you feel like you are in downtown Tokyo
236 E. 5th St (bet. 2nd & 3rd Ave.) $6
212-673-2733

East Village **Nai**
129 2nd Ave. (bet. 7th and St. Marks Pl) $20
212-677-4672

East Village **Oh! Taisha**
9 St. Marks Pl (bet. 2nd & 3rd Ave.) $25
212-673-1300

East Village **Rai Rai Ken**

Have you ever seen the movie Tampopo? A Japanese cult movie about sizzling ramen noodle soup? Rai Rai Ken lets you experience the real Tokyo ramen without MSG. Don't forget our homemade gyoza too. We guarantee the most delightful experience!
214 E 10th St. (bet. 1st & 2nd Ave.) $15
212 477-9030

East Village **Robataya NY**
231 E 9th St (bet. 2nd & 3rd Ave.) $25
212-979-3674

East Village **Sake Bar Decibel**
240 E 9th St. (bet. 2nd & 3rd Ave.) $40
212 979-2733

East Village **Sake Bar Setsko**
202 E 7th St. (bet. Ave. B & C) $25
212-614-0533

East Village **Sapporo East**
164 1st Ave (at 10th St.) $17
212-260-1330

East Village **Setagaya (St. Marks Pl.)**
34-A St Marks Pl (bet. 2nd & 3rd Ave.) $13
212 387 7958

East Village **Shabu-Tatsu**
216 E 10th St (bet. 1st & 2nd Ave.) $30
212-477 2972

East Village **Sobakoh**

Sobakoh offers 100% hand made soba noodles, and our savory dipping sauce is prepared with thick bonito flakes —a true rarity. Combinations of soba and donburi dishes are $11-$14.50 for lunch. 4-Course Early Bird Special ($19.50) is served until 7pm
308 E 5th St. (bet. 1st & 2nd Ave.) $15
212 254-2244 www.comessoapyess.com/sobakoh

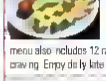
East Village **SOBAYA**

Making soba by hand daily from high quality buckwheat flour imported from Japan. All natural aged ants make soba a healthy meal. Try Lunch Box $15 with soba or noodle, side dishes and dessert. Daily special appetizers and sake selection available for dinner.
225 E 9th St (bet. 2nd & 3rd Ave.) $29
212-533-6966 www.sobaya-nyc.com

East Village **Souen Noodle**
326 E. 6th St. (bet. 1st & 2nd Ave.) $12
212-358-1165

East Village **Souen Restaurant**
28 E 13th St (bet. University Pl & 5th Ave.) $20
212-627 7150

East Village **Sushi Ariyoshi**
210 B adway (bet. 11th & 12th St.) $30
212 388-1094

East Village **Sushi Lounge**

Serving Japanese cuisine in a casual atmosphere at affordable prices. All Day Campaign offers 50% off on all sushi or sushi rolls for an order over $16. The menu also includes 12 ramens and tapas to satisfy your craving. Enjoy daily late night happy hour after 10pm.
132 St. Marks Pl (bet. 1st Ave & Ave A) $12
212-598-1180 www.sushiloungenyc.com

East Village **Takahachi**
85 Ave. A (bet. 5th & 6th St.) $20
212-505-8524

East Village **Teriyaki Boy**
215 E 10th St (bet. 1st & 2nd Ave.) $7
212-477-1058

East Village **Typhoon**
78 St. Marks Pl (bet. 1st & 2nd Ave.) $15
212-979-2680

East Village **Udon West**
11 St. Marks Pl (bet. 2nd & 3rd Ave.) $20

East Village **Ummoe**

Ummoe is a Japanese comfort food restaurant in East Village with over 50 kinds of sake and shochu. All authentic Japanese homestyle dishes are prepared by the owner/chef Try Goto Udon (udon noodles from Goto Islands of Japan). Now serving shochu desserts
96 E. 3rd St. (bet. 1st & 2nd Ave) $25
646-654-1122 www.downtownumm.nole.com

East Village **Village Yokocho**
8 Stuyvesant St. 2Fl (bet. 9th St. & 3rd Ave.) $20
212-598 8041

East Village **Yakimiku West**
218 E 9th St. (Bet. 2nd & 3rd Ave.) $25
212-979-9238

East Village **Yakitori Taisho**
8 St. Marks Pl (bet. 2nd & 3rd Ave.) $20
212-228-5066

East Village **Yoshi Sushi**
131 Avenue A (bet. St Marks Pl & 9th St.) $18
212-420-5909

Lower Manhattan

Lower Mhn **Azaba Sushi**
42 Greenwich (basement of Greenwich Grill) $50
212-274-0420

Lower Mhn **Bento Nouveau**

We offer high quality Japanese meal made fresh to go. With this motto, fast, cheap and delicious, we are here to provide ready-to-eat Japanese meals and snacks that are delicious and healthy for you. Sushi, bento box and noodles are available
173 Broadway (at Cortlandt St.) $8
212-437-6744

Lower Mhn **Bento Nouveau**

located a few steps away from Battery Park, we offer authentic Japanese ready-to-eat meals and snacks that are delicious and healthy for you. Our sushi bento box and noodles are prepared fresh and you can dine in or take your meal to the park to enjoy the view
32 Broadway (at Morris St.) $8
212-747-0994

Lower Mhn **Cube 63**
63 Clinton St. (bet. Stanton & Rivington) $21
212-228-6751

Lower Mhn **EN Japanese Brasserie**
435 Hudson St (at Leroy St.) $40
212-647-9196

Lower Mhn **Greenwich Grill**
42 Greenwich St (bet. Vesty & Laight St.) $50
212-274-0420

Lower Mhn **Hiroko's Place**
75 Thompson St. (bet. Spring & Broome St.) $15
212-925-1303

Kaiseki- traditional Japanese cuisine at its best

Rosanjin Intribeca

141 Duane St
(bet W Broadway & Church St)
For Reservation 212-346-0664

www.rosanjintribeca.com

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ZARU RAMEN

KAMBI

COLD MISO RAMEN

ALL NATURAL INGREDIENTS

351 E. 14th St. (bet. 1st Ave & 2nd Ave) 212.228.1366 www.newyorkramen.com 11:30am-11pm

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Lower Mhn **Ise Downtown** $38 Sa Su L
56 Pine St (bet William & Pearl St)
212-785-1600

Lower Mhn **Kajou** $25 L
21 South End Ave (at W Thames St)
212-786-9888

Lower Mhn **Matsugen** $44 L
241 Church St (at Leonard St)
212-625-0202

Lower Mhn **MEGU New York** $125
62 Thomas St (Church & W Broadway)
212-964-7777

Lower Mhn **Mottsu** $25 L
265 Mott St (bet E. Houston & Prince St)
212-343-8017

Lower Mhn **NINJA** $35
25 Hudson St (bet Duane & Reade St)
212-274-8500

Lower Mhn **NOBU** $100 L
105 Hudson St (at Franklin St)
212-219-0500

Lower Mhn **NOBU NEXT DOOR** $75 L
105 Hudson St (Franklin & N. Moore St)
212-334-4445

Lower Mhn **Omen** $30
113 Thompson St (bet Prince & Spring Sts)
212-925-8923

Lower Mhn **Quickly Shabu Shabu** $13 L
237 Grand St (bowery and Chrystie St)
212-431-0606

Lower Mhn **Rosanjin** $80 Su
141 Duane St (bet Church & W Broadway)
212-346-7999

Lower Mhn **Sachiko's on Clinton** $33
25 Clinton St (E. Houston & Stanton St)
212-253-2900

Lower Mhn **Souen Restaurant** $20 L
210 6th Ave (at Prince St)
212-807-7421

Lower Mhn **Soy** $14 Su L
102 Suffolk St (bet. Delancy & Rivington)
212-253-1158

Lower Mhn **Suteishi** $20 L
24 Peck Slip (bet Water & Front St)
212-766-2344

Lower Mhn **Takahachi Tribeca** $35 L
145 Duane St (Church & W Broadway)
212-571-1830

Lower Mhn **Tokyo Lunch** $10 Sa Su L
10 John St (bet. Nassau St & Broadway)
212-608-1394

Lower Mhn **Yushi** $12 L
250 Vesey St (4 World Financial Center)
212-945-3096

Lower Mhn **Zutto** $20 L
77 Hudson St (bet. Jay & Harrison St.)
212-233-3287

Brooklyn

Brooklyn **1 or 8** $32 M
68 South 2nd St (bet. Wythe & Kent Ave)
718-384-2152

Brooklyn **Blue Ribbon Sushi** $55
278 5th Ave (bet 1st St & Garfield Pl)
718-840-0406

Brooklyn **Bozu** $30
295 Grand St (bet Havemeyer & Roebling)
718-384-7770

Brooklyn **Gerdo** $20
331 Flatbush Ave (on Flatbush Ave)
718-638-[illegible]

Brooklyn **Hakone** $25 L
201 Fifth Ave (bet Union & Berkeley)
718-230-5536

Brooklyn **Hibino** $35 Su L
333 Henry St (Cl and & Montgomery St)
718-260-8052

Brooklyn **Iron Chef House** $15 L
92 Clark St (bet Henry St & Monroe Pl)
718-858-3517

Brooklyn **Kappa Saka House** $30 L
368 5th Ave (bet 6th & 7th Ave)
718-832-2370

Brooklyn **Ki Sushi** $20 L
122 Smith St (bet Dean & Pacific St)
718-935-0575

Brooklyn **Mizu** $20 L
192 Bedford Ave (bet 6th St & 7th St)
718-782-6666

Brooklyn **Osaka** $30 L
272 Court St (bet Butler & Douglass St)
718-643-0044

Brooklyn **qoo Rebata** $25
367 Metropolitan Ave (at Havemeyer St)
718-384-3433

Brooklyn **Sakura 6** $10 L
837 Manhattan Ave (Calyer St & Noble)
718-349-7966

Brooklyn **Sapporo Haru Japanese** $16 L
622 Manhattan Ave (Driggs & Nassau Ave)
718-389-9721

Brooklyn **Sui Ren** $25 M
382 Metropolitan Ave (Driggs & Roebling)
718-218-7378

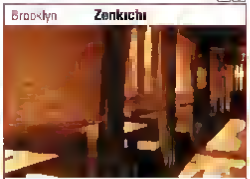
Brooklyn **Supercore** $20 L
305 Bedford Ave (bet S 1st & S 2nd St)
718-302-1623

Brooklyn **Toro Sushi** $20 L
448 Dean St (bet 5th Ave & Flatbush Ave)
718-398-0072

Brooklyn **Tonzan** $30 L
7116 18th Ave (at 71st St)
718-621 3238

Brooklyn **Yamato** $18 L
168 7th Ave (bet Garfield & 1st St.)
718-840-0093

Brooklyn **Zenkichi**



Since 2005 Zenkichi has been offering Tokyo-style seasonal small plates to homesick Japanese as well as New Yorkers who crave authentic Japanese culinary experience beyond sushi. Hidden away in the Japanese-semi-private dining booths diners can savor the 8-course Omakase tasting menu and indulge in premium sake from one of the most elite sake selections in the city. -Guests must be 14 years or older to be accommodated

77 North 9th St (@ Wythe Ave) $40
718-387-8985 www.zenkichi.com

Brooklyn **ZuZu Ramen** $20 M
173 4th Ave (at Degraw St)
718-398-9811

Queens

Queens — ARIYOSHI
41-18 Queens Blvd (bet. 41st & 42nd St.)
718-937-3266
$18 L

Queens — go wasabi
34-02 30th Ave (at 34th St.)
718-204-7354
$23 L

Queens — KATSUNO
103-01 Metropolitan Ave (at 71st Rd.)
718-575-4033
$35 M

Queens — Kyoto Sushi
163-11 Union Tpk (at 153rd St.)
718-380-7777
$25 L

Queens — Momiji Restaurant
37-04 Ditmars Blvd (at 37th St.)
718-626-0668
$20 L

Queens — Setagaya (Flushing)
37-02 Prince St. Queens, NY 11354
718-321-8290
$13 L

Queens — Shira of Japan Atlas Pk
80-40 Cooper Ave (at 80th St.)
718-326-6704
$20 L

Queens — SUSHI ISLAND
97-10 Queens Blvd Elmhurst, NY 11373
718-803-8033
$20 L

Long Island

Long Island — Akari
2063 Merrick Rd Merrick, NY 11566
516-378-8688
$20 L

Long Island — Benihana
2105 Northern Blvd Muneay Pk, NY 11030
516-627-3400
$30 L

Long Island — Benihana
320 Merchant's Concourse Westbury NY
516-222-6091
$30 L

Long Island — Ronbori
14 Elm St Huntington NY 11743
631-673-0400
$40 L

Long Island — Inotome Steak House
6 5th St Valley Steams NY 11581
516-872-0419
$28 L

Long Island — Isana
214 Jericho Tpk Floral Park, NY 11001
516-437-4562
$25 Su L

Long Island — Koban Restaurant
2019 Merrick Rd Merrick, NY 11566
516-223-8200
$30 L

Long Island — Koisa
540 Westbury Ave Carle Place NY 11514
516-333-3434
$26 L

Long Island — KuraBara
475 New York Ave Huntington NY 11743
631-673-0060
$30 M L

Long Island — Kurafune
77 Commack Rd Commack, NY 11725
631-493-1075
$22 Su L

Long Island — Mumon Restaurant
1300 Franklin Ave Garden City NY 11530
516-747-8988
$35 L

Long Island — Nagashima
12 A-1 Jericho Tpk Jericho NY 11753
516-338-0022
$25 Su L

Long Island — Rock-n-Saka Port WA
90 Main St Port Washington NY 11050
516-883-7253
$30 L

Long Island — Sapporo
3266 Merrick Rd, Wantagh, NY 11793
516-785-3953
$35 L

Long Island — Sen Restaurant
23 Main Street, Sag Harbor, NY 11963
631-725-1774
$40 L

Long Island — Shira of Japan
401 Old Country Rd Carle Place NY 11514
516-997-4770
$20 L

Long Island — SUSHI ICHI
700 N Country Rd Setauket, NY 11733
631-689-3111
$25 L

Long Island — TAIKO Restaurant
15 S Village Ave Rockville Centre, NY
516-678-8145
$20 M L

Long Island — Taka Sushi
821 Carman Ave Westbury NY 11590
516-876-0033
$20 M L

Long Island — Taka Sushi
1035 Broadway Woodmere NY 11598
516-569-3808
$20 Su L

Long Island — Tongo
196 Jericho Tpk Floral Park, NY 11001
516-352 1115
$20 L

Long Island — Restaurant Yamaguchi

Since 1988 serving the locals authentic Japanese home cooking and fresh sushi. You will appreciate the authenticity and generous portions. Aside from the regular menu, daily lunch specials and the Chef Special are popular among the local patrons.

63 Main St Port Washington NY 11050
516-883-3500
$25 L

Long Island — Yuki's Palette Tao
151 Merrick Ave Merrick NY 11566
516-867 8743
$25 Su L

The Bronx

The Bronx — OHANA
500 City Island Ave Bronx, NY 10464
718-885-0700
$35 L

Westchester

Westchester — Hajime
257 Halstead Ave Harrison NY 10528
914-777 1543
$30 M L

Westchester — Momiji
261 Halstead Ave Harrison NY 10528
914-835-1079
$20 Tu L

Westchester — Nanase
522 Mamaroneck Ave White Plains NY 10605
914-285-5951
$50 W

Westchester — Nishi
473 Ashford Ave Ardsley NY 10502
914-993-2500
$20 Sa L

Westchester — Nada
200 Hamilton Ave White Plains NY 10601
914-949-0330
$25 L

Westchester — Sakura
58 Garth Rd Scarsdale NY 10583
914-723-7767
$20 L

Westchester — Tanto
838 White Plains Rd Scarsdale, NY 10583
914-725-9100
$10 Su L

Westchester — Tsuru
259 N Central Ave Hartsdale, NY 10530
914-761-0057
$30 Tu L

Ramen Setagaya St. Marks is now the official New York branch of Ramen Setagaya Japan. This location is the only restaurant in the U.S. directly operated by Tsukasa Maeshima, a critically acclaimed ramen chef and the owner of Ramen Setagaya Japan. Chef Maeshima regularly flies to NY to ensure the flavor is true to his original. New and limited menu items will be available this spring.

Hiyashi (cold) Ramen
Lunch: $8.5
Dinner: $10

RAMEN SETAGAYA
34 St. Marks Pl. (bet 3rd & 2nd Aves.) 212-387-7959

Kalbi on Mondays
50% OFF
Kobe Beef
$5.95 (reg. $9.50) on Sundays & Wednesdays

HAPPY HOUR
Sun-Thu: 5pm-8pm
Fri & Sat: 11.30pm-3am

12oz Kirin Beer $2.50
Shochu (Ichiko, Satsuma Shiranami, Sudachi Chu, Kuro Kirishima, Lento)
$30/bottle

Yakiniku West SUSHI ALSO AVAILABLE
218 E 9th St (bet 2nd & 3rd Ave) 7 Days Open!
212-979-9238 Hours Sun-Thu: 5pm- 11:30pm Fri & Sat: 5pm- 4am

Upstate

Upstate	**Kika House**		
	1881 E Washington Ave Pearl River NY 845-735-8185	$25	M L
Upstate	**Saburabana NY**		
	328 Route 59 Central Nyack NY 10960 845-727-3939	$20	L

Connecticut

Connecticut	**Aba**		
	381 Greenwich Ave Greenwich CT 06830 203-622-0100	$25	L
Connecticut	**Fuji Garden Steak House**		
	215 Liberty St Newcanaan, CT 06373 800-535-1155	$30	Tu L
Connecticut	**Kazu**		
	64 N Main St Norwalk, CT 06854 203-866-7462	$25	L
Connecticut	**KU**		
	65 E Putnam Ave Cos Cob CT 06807 203-422-8313	$35	L

New Jersey

New Jersey	**Akai Sushi Lounge**		
	11 N. Dean St Englewood NJ 07631 201-541-0083	$16	L
New Jersey	**Aoyama**		
	1982 Washington Valley Rd Martinsville NJ 732-271-2558	$35	M L
New Jersey	**Asahi Japancsa**		
	1475 Bergen Blvd Fort Lee, NJ 07024 201-944-5113	$17	Tu L
New Jersey	**Domatsu**		
	868 Mountain Ave Mountainside NJ 07092 908-233-7888	$20	M L
New Jersey	**Higo Batten**		
	2024 Center Ave #J & K, Fort Lee 07024 201-461-5485	$10	L
New Jersey	**Ichi Umi Restaurant**		
	352 Main St Edison, NJ 08837 732-905-2370	$25	L
New Jersey	**ICHIBAN**		
	776 Bloomfield Ave W Caldwell NJ 07006 973-808-7178	$20	L
New Jersey	**Ichiban**		
	414 Hackensack Ave Hackensack NJ 07601 201-489-0301	$30	L
New Jersey	**Italian Tomato (Mitsuwa)**		
	595 River Rd Edgewater NJ 07020 201-941-9113	$7	L
New Jersey	**KIKU**		
	365 Rt. 17 South Paramus, NJ 07652 201-225-7200	$45	L
New Jersey	**Komagashi**		
	103 Montgomery St Jersey City NJ 07302 201-433-4567	$25	L

New Jersey — Komagashi tno

Located on waterfront Jersey City Komagashi has the most gorgeous view overlooking Manhattan skyline, offers exciting sushi selections Try ou Ch rash Royale the freshest pick from chef with select on from Japan and domestic Only 5 m n PATH from NYC!

99 Town Sq Place, Jersey City NJ 07310 — $30 L
201-533-8888 www.komegashi.com

New Jersey	**Lounge Zen**		
	254 Degraw Ave Teaneck, NJ 07666 201-692-8585	$30	M
New Jersey	**Masa Sushi & Grill**		
	61 W Allendale Ave Allendale NJ 0740 201-934-6616	$30	L
New Jersey	**Matsushima**		
	595 River Rd Edgewater NJ 07020 201-945-9450	$35	L
New Jersey	**Monster Sushi**		
	396 Springfield Ave Summit NJ 07901 908-598-1100	$25	L
New Jersey	**Pinahill**		
	123 Paramus Rd Paramus NJ 07652 201-843-0870	$20	L

New Jersey — Princeton Tomo Sushi

Visit this cozy kitchen and taste some of the most delicate Japanese cuisine around From truly authentic to delectably creative everything is prepared with a smile and passion for fine food Its casual setting and affordable prices make TOMO a rare find

236 Nassau St Princeton NJ 08540 — $20 Su L
609-924-8478 www.princetontomo.com

New Jersey	**Sahura-bana**		
	43 Franklin Ave Ridgewood NJ 07450 201-447-6525	$25	L
New Jersey	**Santohka (Mitsuwa)**		
	595 River Rd Edgewater NJ 07020 201-941-1084	$10	L
New Jersey	**Sanuki Sando (Mitsuwa)**		
	595 River Rd Edgewater NJ 07020 201-941-5113	$8	L
New Jersey	**Shina**		
	458 Anderson Ave Cliffside Park, NJ 07010 201-941-6333	$40	L
New Jersey	**Sugi**		
	2107 Rt 4 E Bound Fort Lee, NJ 07024 201-461-8098	$27	Su L
New Jersey	**Tomo s Cuisine**		
	113 Rt 23 S Little Falls NJ 07424 973-837-1117	$20	M L
New Jersey	**UKI UKI**		
	417 E Ridgewood Av Paramus Pk NJ 07650 201-967-8446	$15	L
New Jersey	**Umeya**		
	858 Piermont Rd Cresskill NJ 07626 201-816-0511	$25	M L

CAFE

Upper West	**Baard Papa s Upper W**	
	2167 Broadway (at 78th St) 212-799-3770	Cream Puffs
Upper East	**Choux Factory**	
	1685 1st Ave (bet 87th & 88th St) 212 289-2023	Cream Puffs
Midtown West	**Cafe Zaiya Midtown W**	
	1073 6th Ave (bet 40th & 41st) 212-764-6785	Bakery
Midtown West	**Minamoto Kitchoan**	
	608 F fth Ave (49th St bet 5th & 6th) 212-469-3747	Confectionery
Midtown East	**Cafe Zaiya Midtown E.**	
	11 E 48 St (bet 5th & Madison Ave) 212 779-0400	Bakery
Midtown East	**Choux Factory**	
	905 1st Ave (bet 45th & 46th St) 212 223-0730	Cream Puffs

LUNCH SPECIAL
ANY RAMEN with Gyoza Mini Fried Rice
$11.00
Saburi Wafu-Chuka Restaurant
156 Lexington Ave (bet. 30th & 31st St.)
tel. 212-481-7766 / www.saburiny.com

Attention All Beef Lovers!
Try Our Healthy Shabu-Shabu
◆Beef ($45 for 2)
◆Washu Beef ($70 for 2)
ALL-YOU-CAN-EAT
US beef Sukiyaki or Shabu Shabu
$29.95 (2hr)
Mon-Thu 6pm - 7:30pm, Sun 5pm - 7pm
157 E. 28th St (bet 3rd & Lex.)
212-684-7830

Our meat is the BEST of the BEST !
Zabuton Kalbi $12
Regular Kalbi $11 $5.50
NOW OPEN SUNDAY
YAKINIKU IZAKAYA RIKI
250 E. 52nd St, (bet. 2nd & 3rd Ave) TEL: 212-826-4255
Mon-Sat 6pm-4am Sun 5:30pm-10:30pm

JAPAN POP QUIZ

Which "ken" prefecture has the largest surface area? (Excludes Tokyo, Hokkaido, Osaka and Kyoto which are not categorizes as "ken" prefectures.)

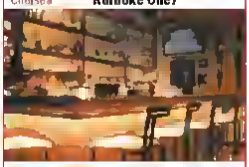
1. Fukuoka Prefecture
2. Fukushima Prefecture
3. Iwate Prefecture
4. Hiroshima Prefecture

Midtown East	**Washoku Cafe**	
9 E. 37th St. (bet. 5th & Mad son Ave.) 212 FIN-2233		Sushi / Hot de li
West Village	**Beard Papas W. Village**	
5 Carmine St. (bet. 6th Ave. & Bleecker St.) 212-564-++56		Cream Puffs
East Village	**Cafe Zaiya East Village**	
69 Cooper Sq. (at St. Ma ks St.) 212-253-9700		Bakery
East Village	**Chikalicious**	
203 E 10th St. (bet. 1st & 2nd Ave.) 212 505-9611		Dessert Bar
East Village	**PANYA**	
10 Stuyvesant St (bet. 2nd & 3rd Ave.) 212-777-1830		Bakery
Lower Mhn	**Rheon Cafe**	
189 Spring St. (Sullivan & Thompson St.) 212 966-7040		Cafe
New Jersey	**Gateaux Bakery**	
494 Kinderkamack Rd. Rivervale, NJ 07661 201-634-1131		Bakery
New Jersey	**Minamoto Kitchnan**	
595 River Rd., Edgewater, NJ 201-313-9335		Confec tionery
New Jersey	**Parisienne**	
250 Main St. Fort Lee, NJ 07024 201 592 8978		Bakery

KARAOKE

Upper East	**Bax Snack Riki**	
141 E. 45th St. 3R(bet. Lex. & 3rd Ave.) 212-986-5612		$10/h $30 m nim
Upper East	**Iggy's**	
1452 2nd Ave. (bet. 75th & 76th St.) 212-327 3043		No charge
Midtown West	**Japas 55**	
253 W 55th St. (bet. Broadway & 8th Ave.) 212-765-1210		0/h /person
Midtown East	**Japas 27**	
366 3rd Ave. (bet. 26th & 27th St.) 212-889-2329		$6/h /person
Midtown East	**Japas 38**	
9 E. 38th St. (bet. 5th & Mad son Ave.) 212-679-4040		$8/h /person
Midtown East	**Karaoke Duet 48**	
304 E. 48th St. (bet. 1st & 2nd Ave.) 212 753-0030		$4/h /person
Midtown East	**Karaoke Top Tunes**	
303-305 E. 53rd St. (bet. 1st & 2nd Ave.) 212 754-3818		$6/hr / person
Korea Town	**Charus Karaoke**	
25 W. 32nd St. 3FL (bet. Broadway & 5th Ave.) 212-967 2244		$2/song $40/room
Korea Town	**Gagopa Karaoke**	
28 W. 32nd St. (Broadway & 5th Ave.) 212 967-5353		$7/h /person
Korea Town	**Grammy Karaoke**	
23 W. 32nd St. (bet. Broadway & 5th Ave.) 212 629-7171		$5/hr /person
Korea Town	**iBop Karaoke**	
25 W 35th St. 3rd Fl. (bet. 5th and 6th Ave.) 646-752-4695		$6/h
Korea Town	**Karaoke Duet 35**	
53 W. 35th St. 2nd Fl. (bet. 5th & 6th Ave.) 646-473-0628		$4/h /person
Korea Town	**Radio Star Karaoke**	
3 W. 35th St. (bet. 5th & 6th Ave.) 212-564-2520		$25/h /person

Chelsea — **Karaoke One7**



We offe the u ty's largest song select on in 13 diffe ent languages and new songs are added monthly. Sing at the bar for $2 per song, or sing in a private room for $8/h per person. A var ety of drinks ava lable from the bar. Drinks and room charges are half price dur ng Happy Hour (2pm-7pm). Large party rooms ava lable. Call for reservat on. Open 7 days from 2pm to 4am (except Mon from 5pm). *Many chose early on weekdays w/o notice

29 W 17th St (bet. 5th & 6th Ave.) 212 675-3527 www.karaoke17.com	$2/song

West Village — **Karaoke Cave**

9 East 13th St. (bet. 5th Ave. & Un vers ty Pl.) 646-250-5870	min $45 /room

East Village — **Planet Rose**

219 Avenue A (bet. 13th & 14th St.) 212-353-9500	$2/song

East Village — **Second on Second**

27 2nd Ave. (at 1st & 2nd St.) 212-473-2922	$30/h /room

East Village — **Sing Sing (Ave. A)**

SING-SING KARAOKE AVENUE A

Among the newest and trendiest restau ants on Avenue A, Sing Sing offers a bar lounge and 15 private rooms for karaoke. It is a perfect place for a get-together with friends after d nner. Large party rooms are available for up to 30 people. OPEN 7 DAYS

81 Avenue A (bet. 5th & 6th St.) 212-674-0700 www.karaokesingsing.com	$7/h per person

East Village — **Sing Sing (St. Marks)**

SING-SING KARAOKE ST. MARKS

Conven ently located on St. Marks Street in the heart of the East Village, S ng Sing s a Karaoke lounge with 16 Private Rooms. This brand new lounge s a great spot for young adults who love to sing. OPEN 7 DAYS 1:00PM-4:00AM. Party@karaokesingsing.com

6 St. Marks Pl. 2nd Fl. (bet. 2nd & 3rd Ave.) 212 387-7100 www.karaokesingsing.com	$7/h per person

Lower Mhn — **Bmy Karaoke Bar**

8 Thompson St. 2Fl (bet. 6th Ave. & Canal St.) 212 334-5930	$30/h /box

Lower Mhn — **Mott Karaoke Lounge**

43 Mott St. (bet. Bayard St. & Pell St.) 212-693-0004	m n $30 /room

Chelsea — **Karaoke Shout**

120,000 songs in 15 diffe ent languages ava lable. 20,000 English songs and songs in Hindi and Thai that are rarely available in the U.S. Your party w ll be much more exc ting w th the high-tech ka aoke rooms! 11 private rooms are e qu pped with LED l ghtings that change colors with each song. Enter songs using a w rl touch system on the w-et screens and spoils. Chopsticks NY readers receive 10% d scount with this ad. Open 7 days!

32-46 Ste nway St. (bet. 34th Ave. & 8 way) 718-565-0080 karaokeshout com	$8/h person

蝶々来
cho cho san
Japanese Restaurant
15 W. 8th St. (bet. 5th & 6th Aves.)
212 473 5333
www.chochosanrestaurant.com
EVERY MONDAY $30 ALL YOU CAN DRINK NOT SAKE
TUESDAY BOTTLE OF WINE 1/2 PRICE

Other Asian Restaurant Guide

$35 Average price for a dinner entree and a drink (take or wine)

Sushi Bar Available — Open for Lunch

M Tu W Day Close — Delivery

Th F Sa Su — Family Dining

Romantic Dining — Local Favorite

Vegetarian Friendly — Business Dinner

Coupon available at www.chopsticksny.com

CHINESE

Upper West — **Ivy's Cafe** — $20
154 W 72nd St (Broadway & Columbus Ave) — 212-787-3333

Upper West — **Dilia's** — $15
1391 Broadway (bet. 67th & 68th St.) — 212-595-9181

Upper West — **Dilia's** — $15
2957 Broadway (at 116th St.) — 212-932-3300

Upper West — **Shun Lee West** — $52
43 W 65 St. (Columbus & Central Pk W) — 212-595-8895

Upper East — **Cafe Evergreen** — $30
1295 1st Ave (bet. 69th & 70th St.) — 212-744-3266

Upper East — **Chef Ho's** — $25
1720 2nd Ave (bet. 89th & 90th St.) — 212-348-9444

Upper East — **Hunan Balcony** — $18
1843 3rd Ave (bet. 92nd & 93rd St.) — 212-617-2088

Upper East — **Lin's Noodle & Grill** — $22
1500 3rd Ave (bet. 84th & 85th St.) — 212-639-1313

Upper East — **Dur Place Cuisines** — $25
1444 3rd Ave (bet. 81st & 82nd St.) — 212 288-4888

Upper East — **Philippa** — $40
33 E 60th St (bet. Madison & Park Ave.) — 212-644-8885

Upper East — **Phoenix Garden** — $20
242 E 40th St. (bet. 2nd & 3rd Ave.) — 212-983-6666

Upper East — **Pig Heaven** — $15
1540 2nd Ave (bet. 80th & 81st St.) — 212-744-4333

Upper East — **Shanghai Pavilion** — $37
1378 3rd Ave (bet. 78th & 79th St.) — 212-585-3388

Upper East — **Szechuan Chalet** — $15
1395 2nd Ave (At 73rd St.) — 212 737-1836

Upper East — **Wu Liang Ya** — $29
215 E 86th St. (bet. 2nd & 3rd Ave.) — 212-534-4999

Midtown West — **Chine Grill** — $66
CKS Bldg. 60 W 53rd St. (bet. 5th & 6th Ave) — 212-333-7788

Midtown West — **Joe's Shanghai** — $20
24 W 56th St. (bet. 5th & 6th Ave.) — 212-333-3868

Midtown West — **Dilia's** — $15
200-R W 44th St. (bet. 7th and 8th Ave.) — 212-921-5985

Midtown West — **Ruby Foo's Times Sq** — $20
1626 Broadway (bet. 49th & 50th St.) — 212-489-5800

Midtown West — **Tang's Pavilion** — $20
66 W 55th St. (bet. 5th & 6th Ave.) — 212-956-6888

Midtown West — **Wu Liang Ye** — $25
36 W 40th St. (bet. 5th & 6th Ave.) — 212-398-2308

Midtown East — **Cham Chinese Cuisine** — $40
160 E 48th St. (bet. Lexington & 3rd Ave.) — 212-371-2323

Midtown East — **Chin Chin** — $45
216 E 49th St. (bet. 2nd & 3rd Ave.) — 212-888-4555

Midtown East — **Dynasty Sung** — $35
511 Lexington Ave. (at 48th St.) — 212-355-1200

Midtown East — **Evergreen** — $23
10 E 38th St. (bet. 5th & Madison Ave.) — 212-448-1199

Midtown East — **Grand Sichuan** — $20
1043 2nd Ave. (bet. 55th & 56th St.) — 212-355-5855

Midtown East — **Mee Noodle Shop** — $15
922 2nd Ave. (at 49th St.) — 212-980-0027

Midtown East — **MR K's** — $50
570 Lexington Ave. (at 51st St.) — 212-583-1668

Midtown East — **Dur Place Shanghai** — $25
141 E. 55th St. (bet. Lexington & 3rd Ave.) — 212-753-3300

Midtown — **Peking Duck House** — $33

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236 E. 53rd St. (bet. 2nd & 3rd Ave.) — 212-759-8280

Midtown East — **Shun Lee Palace** — $35
155 E. 55th St. (bet. Lexington & 3rd Ave.) — 212-371-8844

Midtown East — **Tse Yang Restaurant** — $40
34 E. 51st St. (bet. Park & Madison Ave.) — 212-888-5447

Chelsea — **Grand Sichuan** — $28
229 Lexington Ave. (bet. 33rd & 34th St.) — 212-679-9770

Chelsea — **Grand Sichuan** — $20
229 9th Ave. (at 24th St.) — 212-620-5200

Chelsea — **Rickshaw Dumpling** — $20
61 W. 23rd St. (bet. 5th & 6th Ave.) — 212-924-9220

West Village — **Chinatown Brasserie** — $20
380 Lafayette St. (at Great Jones St.) — 212-533-7000

West Village — **Empire Szechuan** — $15
173 7th Ave. S. (at Perry St.) — 212-243-6046

West Village — **Shanghai Square** — $20
6 E. 13th St. (bet. 5th Ave. & Univers ty Pl.) — 646-486-7313

East Village — **Dumpling Man** — $11
100 St. Marks Pl. (bet. 1st & Ave. A.) — 212-505-2121

Lower Mhn — **ABC Chinese Restaurant** — $25
34 Pell Street (bet. Mott St. & Bowery) — 212-346-9330

Lower Mhn — **Amazing 66** — $23
66 Mott St. (bet. Bayard & Canal St.) — 212-334-0009

Lower Mhn — **Au Mandarin** — $20
200-250 Vesey St. (at West St.) — 212 345-0313

Lower Mhn — **Big Wong** — $13
67 Mott St. (bet. Bayard & Canal St.) — 212-964-0540

Lower Mhn — **China Chalet** — $25
47 Broadway (Exchange Pl. & Morris St.) — 212-943-4360

Lower Mhn — **Congee Village** — $16
100 Allen St. (bet. Broom & Delancy St.) — 212 941-1818

Lower Mhn — **Dim Sum Go Go** — $15
5 E. Broadway (bet. Catherine & Oliver St.) — 212 732-0797

Lower Mhn — **Excellent Dumpling** — $15
111 Lafayette St. (Canal & Walker St.) — 212-213-0212

Lower Mhn — **Golden Unicorn** — $15
18 E. Broadway (Division & Catherine St.) — 212-941-0911

Lower Mhn — **Jing Fong** — $20
20 Elizabeth St. (bet. Bayard & Canal St.) — 212 964-5256

Lower Mhn — **Joe's Ginger** — $15
25 Pell St. (at Doyers St.) — 212 285-0333

Lower Mhn — **Joe's Shanghai** — $15
9 Pell St. (bet. Bowery & Mott St.) — 212-233-8894

Lower Mhn — **Lin's Dumpling House** — $10
28 Bowery (at Bayard St.) — 212 349-0923

Lower Mhn — **Mandarin Court** — $15
61 Mott St. (bet. Bayard & Canal St.) — 212 608-3636

Lower Mhn — **Mr Tang** — $20
60 Mott St. (Bayard St.) — 212 233-8886

Lower Mhn — **New Ba-Ky** — $10
80 Bayard St. (bet. Mott & Mulberry St.) — 212 406-2292

Lower Mhn — **Nice Green Bo** — $15
66 Bayard St. (bet. Elizabeth & Mott St.) — 212-625-2358

Lower Mhn — **Oriental Garden** — $30
14 Elizabeth St. (bet. Bayard & Canal St.) — 212-619-0085

Lower Mhn — **Shanghai Cuisine** — $25
83 Bayard St. (at Mulberry St.) — 212-732-8988

Brooklyn — **Faan** — $15
205 Smith St. (bet. Baltic & Butler St.) — 718-852-2277

Queens — **East Manor** — $15
46-45 Kissena Blvd. (at Leburnum Ave.) — 718-888-8998

KOREAN

Midtown East — **Chom Chom** — $40
40 W. 56th (bet. 5th Ave & Ave. of Americas) — 212-213-2255

Midtown East — **Korea Palace** — $30
127 E. 54th St. (bet. Park & Lexington Ave.) — 212-832-2350

Koreatown — **Cha Dang Gol** — $30
56 W. 35th St. (bet. 5th & 6th Ave.) — 212-695-8222

Koreatown — **Don's Bogam** — $25
17 E. 32nd St. (bet. 5th & Madison Ave.) — 212-683-2200

Koreatown — **Franchie** — $25
12 Park Ave. (bet. 34th & 35th St.) — 212-213-1001

Koreatown — **Gam Mee Ok** — $25
43 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-695-4113

Koreatown — **HAN BAT** — $15
53 W. 35th St. (bet. 5th & 6th Ave.) — 212-629-5581

Koreatown — **HANGAWI** — $40
12 E. 32nd St. (bet. 5th & Madison Ave.) — 212-213-0077

Koreatown — **Hyo Dong Gok** — $15
51 W. 35th St. (bet. 5th & 6th Ave.) — 212-695-7187

Koreatown — **Kang Suh** — $28
1250 Broadway (at 32nd St.) — 212-564-9845

Koreatown — **Komtang House** — $15
32 W. 32nd St. (bet. 5th Ave. & Broadway) — 212 947-8432

Koreatown — **Kum Gang San** — $20
49 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-967-0303

Koreatown — **Kunjip Restaurant** — $15
9 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-213-5497

Koreatown — **Madangsui** — $30
35 W. 35th St. (bet. 5th & 6th St.) — 212-564-9333

Koreatown — **Seoul Gardan** — $15
34 W. 32nd St. (bet. 5th Ave. & Broadway) — 212 736-3002

Koreatown — **Shilla** — $25
37 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-967-1360

Koreatown — **Woo Chon** — $20
10 W. 36th St. (bet. 5th & 6th Ave.) — 212-695-0779

West Village — **Do Hwe** — $30
55 Carmine St. (at Bedford St.) — 212-414-1274

East Village — **Bibim-Bar** — $15
141 1st Ave (bet. St. Marks & 9th St.) — 212-529-2746

East Village — **Bon Jon** — $20
107 1st Ave (bet. 6th & 7th St.) — 212-505-7974

East Village — **Dok Suni's** — $15
119 1st Ave (bet. 7th St & St. Marks Pl.) — 212-477 9506

Lower Mhn — **Kori** — $20
253 Church St (bet. Lennard & Franklin St.) — 212-334-0309

TUE THAI FOOD

Simple Yet Tasty: the West Village Gem

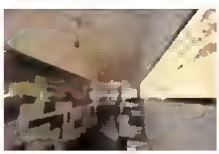
If there is one thing that keeps getting better in New York City, it is the quality of ethnic foods, and this Thai eatery that opened 11 months ago is no exception **Tue Thai Food** is a true hidden gem, featuring traditional Thai home-cooking, but there is nothing traditional about the way they go about it From the simplistic, yet creative décor, to eclectic music, to the hip, and sweet waiters, everything is stylish casual, and fitting to the West Village neighborhood

Chef Judy, who has been cooking traditional Thai cuisine for more than 35 years, brings her expertise to the mix, making for a truly pleasing dining experience The restaurant serves Thai standards like *Garlic Pork, Grilled Calaman, Crispy Duck Salad,* various curries, noodles, and an array of starters and specialties.

Although the restaurant also makes deliveries, the food here is simply far beyond take-out quality Chef Judy works her magic by making every dish have such richness and depth, as if it's been cooking in the kitchen for hours And although the dishes are very reasonably priced (main dishes ranging from $9-$14) the restaurant goes above and beyond to get the best ingredients they can get; many imported directly from Thailand

Above all, it's the friendliness of the staff and the ease in which they go about their business that fills the atmosphere with such a welcoming feeling that will surely bring back repeaters. It's also a great place to relax over some delicious Thai ice tea or ice coffee, which is uniquely served in local Thailand style

It's all about sharing here, and dishes like *Chicken Curry Rice* and *The Sea Food Salad* come in very generous portions to do so



Tue Thai Food
3 Greenwich Ave
(at 8th Ave.)
New York, NY 10014
TEL. 212-929-9888

"Manhattan's best Korean barbecue restaurant, when someone at the table begins to laugh."
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"it's a beef tartar,essentially, that literally melts in the mouth "
— December 9, 2009 SAM SIFTON
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Lower Mhn **Li Hua**
171 Grand St (bet Centre & Baxter Sts)
212-343-0090 $20

Lowe Mhn **Who Lae Oak**
148 Mercer St (bet E Houston & Prince Sts)
212-925-8200 $50

Brooklyn **Dakebi**
186 Grand St (bet Redford and Driggs Ave)
718-782-1424 $20

Westchester **Kalbi House**
29 Central Ave White Plains NY 10606
914-328-0251 $25

THAI

Upper West **Land**
450 Amsterdam Ave (bet 81st & 82nd Sts)
212-501-8121 $25

Upper West **Lemongrass Grill**
2534 Broadway (at 95th St.)
212-666-0766 $22

Upper East **Eat Thai**
1429 3rd Ave (bet. 81st & 82nd Sts)
212-772-1464 $15

Upper East **Jasmine**
1819 2nd Ave (at 94th St.)
212-517-9654 $28

Upper East **Sa-Woy**
1479 1st Ave (at 77th St.)
212-744-6374 $20

Upper East **Sala Thai**
1711 2nd Ave (bet. 89th & 90th Sts)
212-410-5557 $25

Upper East **Spice**
1411 2nd Ave (bet. 73rd & 74th Sts)
212-585-5346 $20

Upper East **Viang Ping**
1383A 2nd Ave (bet. 72nd & 73rd Sts)
212-249-5484 $22

Midtown West **Acaluck Thai**
530 9th Ave (bet 39th & 40th Sts.)
212 594-7083 $11

Midtown West **Aura Thai**
462 9th Ave (bet 35 & 36th Sts)
212 971 6580 $11

Midtown West **Bangkok House**
360 W 45th St (bet 8th & 9th Ave)
212-541-5643 $18

Midtown West **Breeze**
661 9th Ave (bet. 45th & 46th St)
212 262 7777 $25

Midtown West **Chai Home Kitchen**
830 9th Ave (at 56th St.)
212 707 8778 $30

Midtown West **Chanpaa Thai**
761 9th Ave (at 51st St.)
212-586-6606 $20

Midtown West **Hang 2 Thai Bistro**
762 10th Ave (bet 51st & 52nd St.)
212-765-7600 $11

Midtown West **Pam Real Thai**
402 W 47th St (bet. 9th & 10th Ave)
212 315-4441 $20

Midtown West **Pongsri Thai**
244 W 48th St (bet. Broadway & 8th Ave)
212 582-3382 $25

Midtown West **Q2 Thai**
788 9th Ave (bet 52nd & 53rd St)
212-262-2236 $11

Midtown West **Room Service Midtown**
615 9th Ave (bet 43rd & 44th St)
212-582-0555 $25

Midtown West **Thai Chat-Yo**
238 9th Ave (bet 24th & 25th St)
212-414-2170 $11

Midtown West **Thai Select**
472 9th Ave (bet 37th & 37th St)
212-695-9820 $12

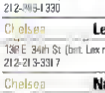
Midtown West **Topaz Thai**
127 W 56th St (bet 6th & 7th Ave)
212 957 8020 $15

Midtown West **Yum Yum 3**
858 8th Ave (at 46th St.)
212 956-0598 $15

Midtown West **Yum Yum Bangkok**
850 9th Ave (bet. 56th & 57th St.)
212-262 7244 $15

Midtown West **Yum Yum Too**
860 8th Ave (at 46th St.)
212-247-2228 $20

Murray Hill **Talent Thai Kitchen**



Talent Thai Kitchen is a favorite among the true Thai food lovers in Midtown and Murray Hill area. Popular for their traditional Northern style Thai cuisine, the signature dishes include the savory Khao Soi lightly seasoned with curry and Stewed Beef Noodle Soup.
210 E 34th St. (bet. 2nd & 3rd Ave.) $14
212-725-8588 www.talentthanyc.com

Midtown **Jaiya Thai**
336 3rd Ave (bet 26th & 29th St.)
212-889-1330 $25

Chelsea **Lemongrass Grill**
138 E 34th St. (bet. Lexington & 3rd Ave)
212-213-3317 $20

Chelsea **Nuoch**
143 9th Ave (at 17th St.)
212-691-8500 $20

Chelsea **Pad Thai**
114 9th Ave (bet. 15th & 16th St.)
212-691-9228 $20

Chelsea **Pongsri Chelsea**
165 W 23rd St (bet. 6th & 7th Ave)
212-645-6606 $20

Chelsea **Regional Thai**
208 7th Ave (bet. 21St & 22nd St)
212-807 0772 $15

Chelsea **Room Service**
166 8th Ave (bet. 18th & 19th St.)
212-691-0299 $25

Chelsea **Royal Siam**
240 8th Ave (bet. 22nd & 23rd St)
212 741 1732 $15

Chelsea **Srlom Thai**
150 8th Ave (bet 17th & 18 Ave)
212-675-6010 $25

Chelsea **Spice**
199 8th Ave (bet. 19th & 20th St.)
212-989-1111 $20

Gramercy **Toon Thai Cuisine**
17 E 31st St (bet. Madison & 5th Ave)
212 213-3773 $20

Gramercy **Toon Thai Cafe**
435 Park Ave South(bet 29th&30th St)
212-644-8388 $25

West Village **Galanga**
149 W 4th St (bet. Macdougal & 6th)
212-228-4257 $15

West Village **Highline**
635 Washington St. (at Little W 12th St)
212-243-3333 $30

West Village **Lime Thai Bistro**
29 7th Ave S. (bet. Bedford & Morton St.)
212-727-2678 $20

West Village **Prem-on Thai**
136 W Houston St. (MacDougal & Sullivan)
212-353-2338 $25

West Village **Rhong Tiam**
547 La Guardia Pl (W 3rd & Bleecker)
212-477-0100 $20

Tue Thai Food

Located in the heart of West Village, we offer home cooking style Thai food in a cozy and stylish atmosphere. There are 85 items on the menu to choose from and each dish is prepared in our own open kitchen. You'll discover the true flavor of Thai at Tue Thai Food!
3 Greenwich Ave (6th Ave & Christopher St) $20
212-929-9898 www.tuethaifood.com

East Village **Elephant**
58 E 1st St. (bet 1st & 2nd Ave)
212-505-7739 $35

East Village **Holy Basil**
149 2nd Ave. (bet 9th & 10th St)
212-460-5557 $15

East Village **Klong**
7 St. Marks Pl (bet. 2nd & 3rd Ave)
212-505-9855 $10

East Village **SEA**
75 2nd Ave (bet. 4th & 5th St.)
212 228-5505 $15

East Village **Spice**
334 E. 13th St (Univers ty Pl & 1st Ave)
212-982-3758 $20

East Village **Spice**
104 2nd Ave. (at 6th St.)
212-533-7900 $20

East Village **Tai Thai**
78 E 1st St (bet. 1st Ave. & Ave A)
212-777 2552 $12

Lower Mhn **Eat-Pisode Thailand**
123 Ludlow St. (bet. Livingston & Delancy) $14
212-677-7624

Lower Mhn **Kittichai**
60 Thompson St (bet. Broome & Spring) $56
212 219-2000

Lower Mhn **Kuma Inn**
113 Ludlow St. 2Fl (Delancey & Rivington) $25
212-353-8866

Lower Mhn **Peep**
177 Prince St. (bet. Sullivan & Thompson St.) $20
212-254-7337

Lower Mhn **Pongsri**
106 Bayard St (at Baxter St.) $20
212-349-3132

Lower Mhn **Sticky Rice**
85 Orchard St (bet. Broome & Grand St) $12
212-274-8201

Brooklyn **Lily Thai**
615 Grand St. (bet. Leonard & Lorimer St.) $10
718-218-7522

Brooklyn **Long Tan**
196 5th Ave (bet. Berkeley & Union St.) $25
718-622-1444

Brooklyn **Pagoda Thailand**
333 Graham Ave Brooklyn NY 11211 $30
718-389-8445

Brooklyn **SEA**
114 N. 8th St. (at Berry St.)
718-384-8150 $20

Brooklyn **Tai Thai**
206 Bedford Ave Brooklyn NY 11211 $30
718-599-5558

Brooklyn **Tuk Tuk**
204 Smith St. (bet. Dalbe & Butler St.) $12
718-222-5552

Queens **Erawan**
21341 39th Ave (at Bell Blvd.) $30
718-229-1420

Queens **Q Thai Bistro**
109-25 Ascan Ave (bet Austin & Burns St) $40
718-261-5599

VIETNAMESE

Upper West **Bar Bao**
100 W 82nd St (Amsterdam & Columbus) $25
212-501-0776

Upper West **Saigon Grill**
620 Amsterdam Ave (at 90th St.) $25
212 875-9072

Upper East **Asia Grill**
1239 2nd Ave. (at 65th St.) $20
212-753-9818

Upper East **Vermicelli**
1492 2nd Ave (bet. 77th & 78th St.) $20
212-288-0466

Midtown East **Bni**
246 E 46th St (bet. 2nd & 3rd Ave.) $30
212-681-8541

Midtown East **Le Colonial**
149 E. 57th St (bet. Lexington & 3rd Ave.) $50
212-752-0808

Korea Town **PHO32**
2 W 32nd St (bet. 5th Ave & Broadway) $20
212-695-0788

Chelsea **Bao Noodles**
391 2nd Ave. (bet. 22 nd & 23 d St.) $22
212 725-7770

Chelsea **Lannam**
333 3rd Ave. (at 28th St.) $15
212-686-5188

Chelsea **Omai**
158 3th Ave (bet. 19th & 20th St.) $30
212-633-0550

West Village **Saigon Grill Union Sq.**
91 University Pl (bet. 11th & 12th St.) $25
212 242 3831

East Village **Iadachine**
430 Lafayette St (bet. Astor Pl & 4th St.) $40
212 505-5111

East Village **Lnanam**
121 Cleavers ty Pl (at 13th St.) $20
212-420-1179

East Village **Nicky's Viet**
150 E. 2nd St (at Ave. A) $9
212-358-1088

Lower Mhn **Mai House**
196 Franklin St. (Greenwich and Hudson) $35
212-431-0500

Lower Mhn **Nam**
110 Reade St. (Church & W Broadway) $20
212-267 1777

Lower Mhn **Nha Trang**
87 Baxter St (bet Bayard & Canal St.) $15
212 233-5348

Lower Mhn	**Pho Tu Da**		
119 Bowery St (bet. Hester & Grand St.) 212-966-2666		$20	L
Lower Mhn	**Viet Cafe**		
345 Greenwich St (bet. Harrison and Jay St.) 212-431-58**		$25	Sa L
Brooklyn	**Nicky's Viet**		
311 Atlantic Ave (bet. Hoyt & Smith St.) 718-855-9936		$9	L

OTHER

Upper West	**Asia Kan**		
710 Amsterdam Ave (bet. 94th & 95th St.) 212-280-0478		$25	L
Upper West	**Asiate**		
80 Columbus Cir 35th fl (at 60th St.) 212-805-8881		$83	L
Upper East	**Amber**		
1406 3rd Ave (at 80th St.) 212-249-5020		$34	L
Upper East	**Gaba**		
1426 3rd Ave (at 81st St.) 212 288-5099		$31	L
Midtown West	**Blue Chik**		
251 W 51st St. (bet. Broadway & 8th Ave.) 212-405-5237		$20	L
Midtown West	**Rue 57**		
60 W 57th St (at 6th Ave.) 212 307-5656		$45	L
Midtown West	**VYNL**		
754 9th Ave (bet. 50th and 51th St.) 212 974-2003		$25	L
Midtown West	**Zen Palate**		
663 9th Ave (at 48th St.) 212-582-1669		$25	L
Midtown East	**Aja Asian Bistro**		
1064 1st Ave (on 58th St.) 212-418-9000		$43	
Midtown East	**Asia De Cuba**		
237 Madison Ave (bet. 37th & 38th St.) 212 726-7755		$56	
Midtown East	**Fusha Asian Cuisine**		
1065 1st Ave (at 58th St.) 212-752-8883		$45	L
Midtown East	**Hiroshi Japanese Fusion**		
585 3rd Ave (bet. 38th St & 39th St.) 212-679-8299		$18	L
Chelsea	**Planet Thailand 212**		
30 W 24th St (bet. 5th & 6th Ave.) 212 727-7028		$25	L
Chelsea	**Rice on Lexington Ave**		
115 Lexington Ave (at 28th St.) 212-696-5400		$20	L
West Village	**Cafe Asean**		
117 W 10th St (Greenwich & 6th Ave.) 212-633-0348		$28	L
West Village	**Chow Bar**		
230 W 4th St (W 10 & Christopher St.) 212-633-2212		$38	
West Village	**Gaba**		
401 9th Ave (bet. 9th & Waverly Pl.) 212 255-3242		$20	L
East Village	**China 1 Antique Lounge**		
50 Avenue B (bet. 3rd & 4th St.) 212-375-0695		$25	M L
East Village	**Friend House**		
145 E. 13th St. (at 3rd Ave.) 212-388-1638		$30	
East Village	**Kian Restaurant**		
509 E. 6th St (bet. A & B Ave.) 212-529-5200		$25	M
East Village	**Lucky Chang's**		
24 1st Ave (bet. 1st & 2nd St.) 212-473-0516		$30	
East Village	**MA*YA**		
234 E 4th St. (bet. Ave. A & B) 646-313-1557		$20	L
East Village	**O G**		
507 E 6th St (bet. Ave. A & B) 212-477-4643		$30	
East Village	**Shiki Kitchen**		
135 1st Ave (bet. 9th & St. Marks Pl.) 212-614-1705		$25	
Lower Mhn	**Kampuchea Noodle Bar**		
78 Avington St. (at Allen St.) 212-625-3301		$25	M L
Lower Mhn	**Rice**		
282 Elizabeth St. (Houston & Bleecker) 212-226-5775		$15	L
Brooklyn	**Chai Home Kitchen**		
124 N. 6th St (at Berry St.) 718-599-5889		$16	L
Brooklyn	**Planet Thailand**		
133 N. 7th St (bet. Bedford Ave. & Berry St.) 718-599-5758		$25	L
Brooklyn	**Rice**		
166 DeKalb Ave (at Cumberland St.) 718-858-2700		$20	L
Brooklyn	**Rice**		
81 Washington St (bet. Front & York St.) 718-222-5880		$20	L
Long Island	**TOKU**		
2014C Northern Blvd Manhasset NY 11030 516-627-0658		$50	L
New Jersey	**AOZORA Restaurant**		
407 Bloomfield Ave. Montclair NJ 07042 973-233-9400		$50	L
New Jersey	**Bistro En**		
252 Degraw Ave Teaneck NJ 07666 201-692-0700		$25	M
New Jersey	**Su Restaurant**		
725 River Rd Edgewater NJ 07020 201-840-7388		$16	L

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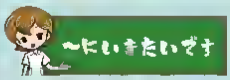

"~NI IKITAI DESU"

【meaning】I want to go~

【usage】In case you like to go to a specific place but you don't know where it is located, try using this phrase. Just put the name of the place in the beginning of the sentence just like "Tokyo ni ikitai desu.

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212 971-8530
212 971-9531
212 971-8532
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THAI SELECT
472 NINTH AVENUE
BET. 36-37TH ST
212 695-9929
212 695-9930
212 695-9940
www.thaiselectnyc.com

ACELUCK
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BET. 39-40TH ST.
212 594-7083
212 594-7084
212 594-4748
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212 292-2261
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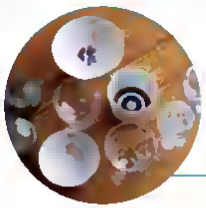
BUYING JAPAN: INCREDIBLE AND UNKNOWN PRODUCTS – VOL.26 –

TOKKURI & OCHOKO

BY *NOBI NAKANISHI*

This picture is of toast number seven as I wrote my final Buying Japan article. Thanks to the wonders of digital technology this image is not as blurry as what I actually saw



How many ochoko do you think you can collect? If I knew about these things as a kid, I'm sure it would have rivaled my bottle cap collection (yes I am THAT OLD)

Tokkuri and ochoko – no, it's not a new 'buddy cop' movie. Clearly from seeing the above pictures you may be all too familiar with these items, which are some of the most recognizable and traditional vessels for serving and drinking sake. The tokkuri is the bottle, and ochoko are the little cups – and why should I not just end the article here? Because although these items are recognizable and omnipresent, many of us have little appreciation beyond their form and function.

Before we go on, just a quick reminder that sake is pronounced sa-keh (or sa-kay); I implore you to please try to turn the tide on the common and frankly ridiculous pronunciation of 'saki' (sa-kee). It's just undignified. And anyone who is a sake aficionado (or a wannabe) should understand that it is one of the most distinguished spirits in the world and should be treated as such.

All tokkuri generally follow the same principle – a large base that holds the sake, a narrow bottleneck that helps retain heat, and a mouth that is shaped for pouring. Aside from that, you may find a host of shapes and sizes from long and thin to bulbous or wide and flat, smooth and round or even angular. You name it and I'm sure someone out there has tried to make it. Ochoko while more consistent in shape (they are just little cups after all) also come in a wide variety of colors and designs to complement the tokkuri.

But according to many experts, the shape of the ochoko can have a profound effect on the taste of the sake. The way the rim falls on your tongue can stimulate your sweet or savory receptors – so an edge that angles outward will for example hit the front part of your tongue and bring out the sweetness. But the materials used to make the ochoko can also influence the experience – earthenware pair well with full bodied 'junmai' sake, while glass and porcelain work well with 'ginjo' and 'daiginjo'. (Go impress someone else with this knowledge – now you can't say I never did anything for you!)

Like with any attractive design object, choosing tokkuri and ochoko is not just about personal style, but also about intent. A graceful, simple porcelain set can be an elegant way to serve sake at a formal occasion. An earthy, imperfect looking Tokkuri can have unmatched charm that inspires a relaxed atmosphere and endless drinking with your friends. Even if you don't drink, a beautifully painted set can be a great accent for your home décor.

So the next time you're dusting off that tokkuri and ochoko set you purchased in Chinatown but never used, order hot sake at your favorite restaurant, or come across a unique display in a Japanese store, I hope you take the time to appreciate it a little more. There is indeed a story just beyond its practical use.

Buying Japan will be changing its format starting July issue with a new approach. It was a pleasure writing about fun Japanese products for the last couple of years – hope to see you around these pages in another form!

Shop Guide

The following is a list of shops where you can buy Japanese goods, services and art...

Coupon available at www.chopsticksny.com

FASHION

Upper West — Bit z Kids — Clothing
410 Columbus Ave (bet. 79th & 80th St.)
212-724-1415

Upper East — R by 45rpm — Clothing
17 E 71st St (bet Madison Ave and 5th Ave)
212-737-8545

Upper East — Seigo Accessories — Accessories
1242 Madison Ave. (bet. 86th & 88th St.)
212-534-6275

Upper East — SEIGO NECKWEAR — Accessories
1241 Madison Ave (bet. 87th & 88th St.)
212-987-0191

Midtown East — BLOOM New York — Jewelry
361 Madison Ave (bet. 46th & 47th St.)
212-370-0068

Gramercy — Ripplu — Lingerie Shop

Japanese expert in body shaping undergarments with 20 years of experience. Specializes in custom-altered fits from small 30A to full 40H to enhance body shape. The one-stop system gradually reshapes tissue through a series of bras to increase lift naturally.

69 Madison Ave (bet. 27th & 28th Sts.)
212-599-2223 www.ripplu.com

East Village — ARGOSY — Clothing
402 E. 9th St. (bet. 1st Ave. & Ave. A)
212-677-7918

East Village — Local Clothing — Clothing
326 E. 9th St. (bet. 1st & 2nd Ave.)
212-777-9850

East Village — Tokio 7 — Clothing
193 E. 7th St. (bet. 1st & 2nd Ave.)
212-353-8443

East Village — Tokyo Joe — Clothing
334 E. 11th St. (bet. 1st & 2nd Ave.)
212-473-0724

Lower Mhn — Arth — Accessories
75 W. Houston St. (Wooster & W. Broadway)
212-539-1431

Lower Mhn — Facial Index — Eyewear
104 Grand St. (at Mercer St.)
646-613-1055

Lower Mhn — Junko Yoshioka — Clothing
560 Broadway 2 Fl (W Ⅱ way & W Houston)
212-206-8302

Lower Mhn — Keon's Closet — Clothing
71 W. Houston St. (Wooster St. & W Ⅱ way)
212-387-7788

Lower Mhn — Madame Killer — Clothing
398 Broome St. (bet. Lafayette & Mulberry)
212-505-9382

Lower Mhn — Mieko Mintz — Clothing
65 Thompson St. (bet. Spring & Broom St.)
212-627-1524

Lower Mhn — Mike Isotomo — Clothing
93 Reade St. 2Fl (bet W Ⅱ way and Church)
212-896-7777

Lower Mhn — R by 45rpm — Clothing
165 Mercer St. (at Houston St.)
917-237-0046

Lower Mhn — tutu — Clothing
58 Spring St. (bet. Lafayette & Mulberry)
212-219-3546

Lower Mhn — UNIQLO — Clothing
546 Broadway (bet. Prince & Spring St.)
917-237-7800

Lower Mhn — Yomok — Clothing
321 1/2 Bleecker St. (Christopher & Grove)
212-807-9100

Lower Mhn — Yohji Yamamoto — Clothing
103 Grand St. (at Mercer St.)
212-966-9066

Online — TokyoNY — Accessories
info@tokyony.com
917-749-4767

J-POP CULTURE

Midtown West — Jim Henley's Universe — Manga
4 W. 33rd St. (bet. 5th Ave. & Broadway)
212-268-7088

Midtown West — Kinokuniya Bookstores — Book
1073 6th Ave. (bet. 40th & 41st St.)
212-869-1700

Midtown West — Midtown Comics — Anime
200 W. 40th St. (at 7th Ave.)
212-302-8192

Midtown East — Book Off — Manga
49 W. 45th St. (bet. 5th & 6th Ave.)
212-685-1410

Midtown East — Geinobu — Video Rental
125 E. 47th St. (bet. Lexington & 3rd Ave.)
212-755-7360

Midtown East — Midtown Comics — Anime
450 Lexington Ave. (at 45th St.)
212-302-8192

Chelsea — Cosmic Comics — Manga
10 E. 23rd St. 2nd Fl (at Madison Ave.)
212-460-5322

Chelsea — Image Anime — Anime
242 W. 30th St. (bet. 7th & 8th Ave.)
212-631-0966

West Village — AC Gears — Toy
68 E. 8th St. (at Mercer St.)
212-260-2269

East Village — Forbiddee Planet — Toy
840 Broadway (at 13th St.)
212-473-1576

East Village — Jas Mart — Video Rental
35 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-420-0370

East Village — Kim's Video St. Marks — Anime
124 1st Ave. (bet. 7th St. and St. Mark Pl.)
212-533-7360

East Village — St Marks Comics — Manga
11 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-598-3439

East Village — Sunrise Mart — Video Rental
4 Stuyvesant St. (bet. 3rd Ave. & 9th St.)
212-598-3040

East Village — Toy Tokyo — Toy
121 2nd Ave. 2nd Fl (bet. 7th & St. Marks Pl.)
212-473-5424

East Village — Video Games New York — Toy
202 E. 9th St. (at 3rd Ave.)
212-539-1039

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Lower Manhattan **kidrobot**
126 Prince St (bet Greene & Wooster) 212-966-6688 — Toy

Lower Manhattan **Sunrise Mart, Soho**
494 Broome St (W Broadway & Wooster) 212-219-0333 — Video Rental

Brooklyn **Zokka Corp**
155 Plymouth St (bet. Pearl and Jay St.) 718-801-8037 — Book

Queens **Anime Castle**
35-32 Union St Flushing NY 11354 347 439-1296 — Anime

Long Island **Anime Castle**
77 Sunnyside Avenue Mineola NY 11501 516-214-4484 — Anime

Upstate **Kinokuniya Bookstores**
3380 Fallsmere Center Dr West Nyack NY 845-353-8600 — Book

California **Digital Mango, Inc**
1467 W 178th St Gardena CA 90248 310-817-8010 — Manga

TRADITIONAL

Upper West **Wuhao New York**
Tenugui (te-nan-gui =w pe) are Japanese cotton towels used as towels wrapping decorations and accessories. Art works of tenugui are unique and elegant. Those simple cloths bring the beauty of Japanese tradition and style into your life.
535 W 111th St (B'way & Amsterdam) 212-231-8126 www.wuhaonyc.com — Towel

Upper East **Sera**
850 Lexington Ave (bet 68th & 70th St) 212-772-3243 — Dishware

Midtown East **Japanese Culinary Center**
711 3rd Ave (at 45th St) 212-661-3333 — Dishware/ General

Midtown East **Katagiri & Co., Inc**
224 E 59th St (bet. 2nd & 3rd Ave.) 212-838-5453 — Dishware

Midtown East **Lotus Books and Gifts**
151 E 57th St 3rd Fl (bet Lex & 3rd Ave) 212-355-0888 — General

Midtown East **Minamoto**
605 Fifth Ave (at 49th St.) 212 486-3747 — Confectionery

Midtown East **Precious Pieces**
5 Tudor City Pl (bet 40th & 41st St.) 212-682-8606 — Parchment

Chelsea **KYOTOYA**
23 W 18th St (bet 5th & 6th Ave.) 212 414-0720 — General

Chelsea **Po An**
521 W 25th St (bet 10th&11th St) 212-727-4668 — Dishware

East Village **Mokon**
Mokon offers innovative and traditional museum quality antiques from Japan. We carry tableware chi ne furniture k mono, ornaments and art from Edo to Showa period as well as contemporary items like tea & sake cups, tenugui and more.
97 Third Ave (bet 12th & 13th St.) 212-995-5388 www.themokon.com — Antique/ General

Lower Manhattan **Korin**
57 Warren St. (bet. Church St and W Broadway) 212 587-7021 — Dishware

Lower Manhattan **KITEYA SOHO**
Kiteya means "please v sit us" in the Kyoto dialect of Japanese. We offer a variety of products such as wrought iron decorations, kids clothing, washi papers and more. Luxury line of handbags and scarves made from traditional Yuzen dyed kimono cloth available.
464 Broome St (bet. Mercer & Greene St.) 212-219-8505 www.kiteya.com — General

Lower Manhattan **Seasoos**
115 Crosby St (bet Hudson & Prince St.) 212-226-0767 — Furniture

Lower East Side **The Kimono House**
They carry over 100 kimono ranging from formal wear to casual, new and vintage. A wide variety of Obi, Tabi socks and other kimono accessories are available. They also offer Kitsuke (kimono dressing) services for weddings and special occasions.
192 Spring St (at Thompson St.) 212-505-0232 http://kimonohouse.blogspot.com/ — Kimono

Queens **Seito Trading**
52-15 111th St Long Island City NY 11101 718-472-6413 — Dishware

New Jersey **Mars New York**
585 River Rd Edgewater NJ 07020 201 945-1134 — General

New Jersey **Utsuwa-No-Yakata**
Art on plates is another aspect of empty space. Japanese tradition is to choose the right shape, size and colors of a plate to suit the food being served. Experience Japanese tableware at Utsuwa-No-Yakata, direct importer of Japanese potteries.
565 River Rd Edgewater NJ 07020 201 941-1302 www.tokusa.com — Dishware

Pennsylvania **Morihata International**
428 North 13th St Philadelphia PA 215-239-1328 — General

Online **J-Life International, Inc**
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PO Box 1133 Conway NH 03818 1-866-933-9281 www.jlifeinternational.com — Home Decor

Online **Kimono Lily**
63 Flushing Ave. Brooklyn NY 11205 800-353-2489 — Kimono

GALLERY

Upper West **Gallery Sekiko**
155 W 68th St #1127 (B'way & Amsterdam) 212-496-3253 — Gallery

Chelsea **Gallery Chelsea 32**
2 W 32nd St (bet. Broadway & 5th Ave.) 646-548-7991 — Gallery

Chelsea **Ippodo**
521 W 25th St (bet 10th&11th St) 212-967-4899 — Gallery

Chelsea **NYCoo Gallery**
1133 Broadway(bet 25th & 26th St) 212 380-1148 — Gallery

Chelsea **Oneki Gallery**
521 W 26th St (bet 10th & 11th Ave.) 212-695-1035 — Gallery

Queens **Gallery Gen**
47-09 39th St Long Island City NY11101 718-392-7717 — Gallery

OTHER

Upper West **Absolute Piano**
1646 Park Ave (at 116th St.) 212-987-6173 — Other Goods

Midtown West **Toho Shoji N.Y.**
990 8th Ave (bet. 56th & 57th Ave.) 212-956-7465 — Jewelry Supply

Midtown East **Terry May**
153 E 53rd St (bet. Lexington & 3rd Ave.) 212-355-0303 — Other Goods

Lower Manhattan **Panero NY**
513 Hudson St (Christopher & W 10th St.) 212-727-2641 — Other Goods

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STYLE FROM JAPAN

NOT PJS BUT ROOM WEAR

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Fashion often reflects spirit of the age as well as social and economic trends. In Japan, the recession of the past few years has created what is known as "sugomori" syndrome, which is the tendency to stay at home instead of going out and squandering money. Translated as "nesting," sugomori syndrome is a new way of enjoying life; some people even indulge in in-house activities all day long. This presents a conundrum: Should I change into going-out clothing? Or keep wearing PJs? This problem is solved by the comfortable "room wear" produced by apparel makers specializing in underwear and lingerie.

Featuring the comfort and functionality of underwear as well as the sophisticated design of sportswear, this new fashion hybrid is gaining in popularity, especially among female customers in their 20s and 30s. "We are particular about the style and detailed design to appeal to young female customers, using soft and mellow colors rather than vivid vitamin colors with frills and lace. Unlike pajamas sold as a set consisting of a top and bottom, room wear items are sold individually, allowing customers to coordinate according to their tastes," says Ms. Sachiyo Watanabe, Public & Investor Relations Section of Gunze Limited, Japan's leading underwear company.

Generally, walking around your neighborhood in your pajamas is taboo in Japanese culture, but in the sugomori lifestyle, people might have to go out to get the mail, take out the trash, or buy snacks, for example. Ms. Watanabe adds, "To meet diverse customer needs, we offer various types of room wear that are carefully crafted for each situation."

Sugomori may be a by-product of the recession—and it is not desirable for this economic downturn to last long—but it would be nice if this room-wear culture continues to develop.

——Reported by *Mark Minai*

Mark Minai resides in Japan and writes articles and books on cultural trends and fashion issues.

Beauty Guide

Indicated prices are basic haircut prices for hair salons and recommended treatment prices for spas.

Coupon available at www.chopsticksny.com

HAIR SALON

Upper West — Hoshi Coupe III
2601 Broadway (at 100th St) — F $40- M $40-

Upper East — Giovanni-Sacchi

Giovanni-Sacchi offers uptown service in a downtown ambiance and caters to a wide range of clienteles. Staffed with American and Japanese stylists, they specialize in cut, coloring, conditioning, Japanese straight perm as well as styling for all types of occasions.
1364 Lexington Ave (bet. 90th & 91st St) — F $50- M $30-
212-360-5557 www.giovanni-sacchi.com

Upper East — Michi
209 E. 60th St (bet. 2nd & 3rd Ave.) — F $70- M $50-
212-752-9229

Upper East — Midoma Salon-Gallery
433 E. 75th St (bet York & 1st Ave.) — F 100- M 100-
917-492-2667

Upper East — Tomoko Shima Hair Salon

A comfortable and private atmosphere in the Upper East. The stylists are highly reputable for high techniques and extensive knowledge to treat any hair types as well as Japanese Straightening Perms. Wedding hair & make-up service also available.
171 E. 82nd St (bet. 3rd & Lexington Ave.) — F $70- M $55-
212 722-8628 www.tomokoshima.com

Midtown West — Mingle New York
10 W. 56th St. 2nd Fl (bet. 5th & 6th Ave.) — F $80- M $70-
212-459-3320

Midtown West — Mizu
57 W. 57th St. #1204 (at 6th Ave.) — F $145 M $115
212-957-5660

Midtown West — SALON VIJIN

From fabulous cuts to spectacular esthetic straight perms and colorings. Salon Vijin leads the way in hair styling and care for the future. Weekdays 10am-7pm, weekend 10am-6pm. Appointment recommended.
10 Rockefeller Plaza, Concourse Level — F $74 M $57
212-664-0664 www.salonvijin.com

Midtown East — Eiji International
601 Markson Ave. 5th Fl (bet. 57th & 58th St.) — F $125- M $80-
212-838-3454

Midtown East — Hair Mates Midtown
114 E. 40th St (bet. Park & Lexington Ave.) — F $90 M $55
212-986-2630

Midtown East — Hisaka Salon
141 E. 47th St. 2nd Fl (Lexington & 3rd Ave.) — F $55- M $45-
212-754-7640

Midtown East — Manish
231 E. 53rd St (bet. 2nd & 3rd Ave.) — F $45- M $35-
212-755-2623

Midtown East — Momotaro
22 E. 49th St. 2Fl (bet. Madison & 5th Ave.) — F $60- M $40-
212-758-2392

Midtown East — RH Plus Salon
RH+
Try the newest perm technology from Japan. Digital Hot Wave! The combination of digital perm and Japanese straightening perm creates a beautiful style by integrating straight hair with waves. We now offer Brazilian Keratin Treatment by popular demand.
80E 3rd Ave. 2nd FL (bet. 40th & 50th St) — F $60- M $50
212-644-4058 www.rhplusny.com

Midtown East — Salon Ishi
70 E. 55th St. (bet. Park and Madison Ave.) — F $87- M $71-
212-486-4744

Midtown East — Shiga Kosuda
141 E. 55th St. (bet. 3rd & Lexington Ave.) — F $80 M $50
212-753-2367

Midtown East — Wave 55
1063 2nd Ave. (bet. 56th & 56th St.) — F $60- M $45-
212-355-7939

Chelsea — Hisaka Salon

SPECIAL OFFER
the 1st Sunday of Every Month!!
Brazilian Straightening
Is $300 > 1st Sunday $250
Japanese Straightening
Is $180 > 1st Sunday $250
(this special offer does not include haircut)
183 7th Ave (bet. 20th & 21st St.) — F $80 M $45
212-929-2233

Chelsea — Hoshi Coupe I
259 W. 19th St (bet. 7th & 8th Ave.) — F $50- M $50
212-255-0770

Chelsea — KIWA Salon
234 W. 27th St (bet. 7th & 8th Ave.) — F $56 M $55
212-620-3148

Gramercy — Hayato New York
129 E. 23rd St. 2nd Fl (Park & Lex Ave.) — F $60- M $50-
212-473-7373

West Village — Hair Mode
476 6th Ave (bet. 11th & 12th St.) — F $50 M $50
646-391-1124

West Village — SEI-TOMOKO
142 W. 4th St (Washington Sq. Pk & 6th Ave.) — F $35- M $35-
212-477 5475

West Village — YUI Salon

YUI Salon features the latest styles from NY Fashion Week. Fall/Winter 2009 Collection and Spring/Summer 2010. Our friendly staff revives your hair and finishes up in a beautiful style. Cut, color, Japanese straight perm and head spa are always popular.
329 W. 11th St (Greenwich & Washington) — F $70- M $80-
212-647-9303 www.yuisalon.com

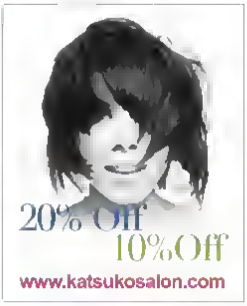
East Village — 009
318 E. 9th St (bet. 1st & 2nd Ave.) — F $60 M $50
212-677-2020

East Village — Ampersand
242 E. 4th St (bet. Ave. A & B) — F $60 M $50
212-228-9450

East Village — Dlala
149 Avenue A (bet. 9th & 10th St.) — F $50- M $45-
212-777 5252

East Village — Hair Date

A new hair salon. Hair Date offers high sense of styling with personal care at reasonable prices in a friendly atmosphere. Also enjoy relaxing experience at their head spa. Get 20% off for new clients and 10% student discount available. (Exclude nail service)
325 Bowery (bet. 2nd & 3rd St.) — F $50- M $45
212-228-8381 www.hairdatenyc.com



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WWW.YUISALON.COM TEL. 212 647 9303

East Village **Hair Mates Downtown**
13 3rd Ave. (bet 7th & St. Marks Pl) | F $45- M $40-
212-777-4612

East Village **Hoshi Coupe II**
214 E 9th St. (bet 2nd & 3rd Ave.) | F $45- M $40
212-505-0383

East Village **i Salon**
150 E 14th St. (bet. 3rd & 4th Ave.) | F $40- M $35
212-505-0537

East Village **K2 Salon**
213 E 10th St. (bet. 1st & 2nd Ave.) | F $65- M $50-
212-260-5196

East Village **Lotus Salon na Ave. A**
31 Ave. A (bet. 2nd 3rd St.) | F $70 M $55
212-475-2749

East Village **Pirka Salon**
233 E 4th St. (bet. Ave. A & B) | F $60 M $50
212-673-6209

East Village **Q Hair**
13 Bleecker St. (bet. Mott & Elizabeth St.) | F $54 M $34
212-614-6729

East Village **Redge Salon**
203 E. 10th St. (bet. Ave. A & 1st Ave.) | F $50- M $45-
212-777-9343

East Village **SEI-TOMOKO**
240 E 13th St. (bet. 2nd & 3rd Ave.) | F $35- M $35-
212-533-6613

East Village **SEI-TOMOKO 02**
125 E 4th St. (bet. 1st & 2nd Ave.) | F $35- M $35-
212 473-3320

East Village **Shizen**
627 E. 6th St. (bet. Ave. B & C) | F $65 M $65
212 777-2128

East Village **Tokemichi Hair**
35 Great Jones St. (Lafayette & Broadway) | F $75- M $75-
212-420-7979

East Village **Ueno Salon**
40 E 9th St. (bet. 1st Ave. and Ave. A) | F $60- M $60-
212-505-7773

East Village **Yo-C Salon**

The owner stylist Yoshi utilizes funky & edgy styles of Tokyo, elegance of Paris and aggressiveness of NY styles and highlights individual customer's personality. Add on option of Japanese Straight Perm and Lot to $300 & up. Student discount available
225 E. 5th St. (bet. 2nd & 3rd Ave.) | F $75 M $75
212-529-0866 www.yo-csalon.com

Brooklyn **Commune Salon & Gift**

Commune is a hair salon and a gift boutique located in Williamsburg. We provide gentle hair services including quality Japanese treatments and low-chemical processes. Our boutique section offers a collection of creative jewelry and accessories.
181 Grand St (bet. Driggs & Roebling Ave.) | F $60 M $50
718-384-7412 www.communesalon.com

Lower Mhn **Hoshi Coupe Soho**
103 Prince St. (bet Sullivan St. and 9th Ave.) | F $70- M $60-
212 353-8009

Lower Mhn **Lotus Salon North Moore**
34 North Moore St. (bet. Hudson & Varick St.) | F $90 M $70
212-219-9539

Lower Mhn **Lotus Salon Prince St.**
7 Prince St. (bet. Elizabeth & Bowery St.) | F $80 M $75
212-219-9288

Lower Mhn **Lotus Salon Reade St.**
147 Reade St. (bet. Hudson & Greenwich St.) | F $100 M $70
212 601-7768

Lower Mhn **Unno Salon**
218 Mulberry St. (bet. Prince and Spring St.) | F $65- M $60-
212-343-2233

Long Island **LI Wave**
18 Haven Ave. Port Washington, NY 11050 | F $40 M $30
516-883-3046

Westchester **Akane Salon**
7 E. Hartsdale Ave. Hartsdale, NY 10530 | F $55- M $45-
914-948-0218

Westchester **Hour Studio NAKA**
267 Halstead Ave. Harrison, NY 10528 | F $90- M $50
914-835-0045

Westchester **Hiros Hair Salon**
99 Purchase St. Rye, NY 10580 | F $80 M $50
914-921-9939

Westchester **Momotaro**
2 Spencer Pl. 2nd Fl. Scarsdale, NY 10583 | F $80- M $50-
914-472-6537

Westchester **Salon Shin**
731 White Plains Rd, Scarsdale, NY 10583 | F $50- M $45-
914-472-3317

Westchester **Salon Susen**
19 E. Hartsdale Ave. Hartsdale, NY 10530 | F $40 M $30
914-946-7475

New Jersey **Akane Salon**
2024 Center Ave. Fort Lee, NJ 07024 | F $40- M $30
201-461-3644

New Jersey **Katsuko Salon**
2039 Lemoine Ave. #1F Fort Lee, NJ 07024 | F $60 M $40
201 585-8599

New Jersey **Michi**
576 River Rd. Edgewater, NJ 07020 | F $50- M $40
201-941-1883

New Jersey **Salon Tomo**
1617 Parker Ave. Fort Lee, NJ 07024 | F $50 M $45
201 346-0501

New Jersey **Tosh Hair Supreme**
1550 Lemoine Ave. Fort Lee, NJ 07024 | F $45- M $40
201-461 5642

SPA

Upper East **Tsunami Day Spa**
206 E 60th St. 2Fl (bet 2nd & 3rd Ave) | $90
212-826-5464

Midtown West **Excy Laser Hair Removal**

We are committed to providing the finest service at the lowest price possible. Our latest equipment, Cynosure's Elite Aesthetic Workstation promises you safe and satisfying laser hair removal regardless of your skin color or skin type. Free consultations available
147 W 35th St (del. Broadway & 7th Ave.) | Upper Lip $50
212-695-1888 www.excyliser.com

Midtown West **Nihon Day Spa**
15 W 44th St 10th Fl (bet 5th & 6th Ave.) | $40-
212-575-7682

Midtown West **SHIZUKA new york**
7 W 51st St 6th Fl (bet. 5th & 6th Ave.) | Skincare
212-644-7400

Midtown East **Lavender Laser Cosmetics**
18 E 41st St. (del. Madison & 5th Ave.) | Initial $45/hr
212-683-0041

Midtown East **MOONFLOWER SPA**
8 E 41st St. 3rd Fl (bet Madison & 5th Ave.) | $75 /50min
212-683-8726

Korea Town **Aura Wellness Spa**
48 W 33rd St. (bet. Broadway & 5th Ave.) | $70-
212-695-9559

Chelsea **Fabylous Living**
145 W. 28th St. 9th Fl. (bet. 6th & 7th Ave.) | Cohonic $100
212-279-0558

Chelsea **Mist Beauty**
145 W. 28th St. 8th Fl (bet. 6th & 7th Ave.) | Facial $45 & up
212-643-3447

Chelsea **New York Electrolysis**

Offering comprehensive electrolysis treatment by highly trained Japanese electrologist with 10+ years of experience. Electrolysis is the only proven method of permanent hair removal. Call for free consultation. You have nothing to lose but your unwanted hairs!
19 W. 21st St. #904 (bet. 5th & 6th Ave.) | 15m n/ $50-
917-210-4366 www.electrolysisny.com

Chelsea **Supple Spa**

The romantic spa featured on MTV offers 60min Swedish or Deep Tissue massage with 60m n Collagen Facial for $130 ($150 reg). Couple's Massage and our signature Royal Bath Treatment are offered in a private room and mobile spa service is also available.
55 W 19th St. 2nd Fl (bet. 5th & 6th Ave.) | $65/1h
212-929-5948 www.supplespa.com

East Village **TAMAGO Skincare**
251 E. 13th St. (bet. 2nd & 3rd Ave.) | $48/h
212-505-1599

Lower Mhn **Corina Beauty Center**
121 Baxter St. (bet. Canal & Hester St.) | $45/h
212-941-7118

Lower Mhn **Facial Spa**
170-172 Canal St. #303 (Mott & Elizabeth St.) | Facial $3/45mn
212-925-5114

Lower Mhn **KSS Beauty Spa**
187 Centre St. (bet. Canal & Hester St.) | Facial $45
212-966-9531

Lower Mhn **NY Chinatown Nutrition Ctr**
9 E. Broadway #301 (at Catherine St.) | Weight Loss
917-822-0310

Lower Mhn **Spring Thyme Wellness**
75 Nassau St. (bet. Fulton & John St.) | $40-
212-385-4973

Queens **este de doronko**
119-49 Union Tpk. Forest Hills, NY 11375 | Whitening $60-
917-886-4004

Queens **Spa Castle**
131-10 131st St. (at 11th Ave.) | $35-
718-939-6300

Westchester **este de doronko**
21 Lake St. White Plains, NY 10603 | Lift up $60-
917-886-4004

New Jersey **King SPA Sauna**
321 Commercial Ave. Palisades Park, NJ | $35
201-947 9955

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Health Guide

Indicated prices are recommend treatment pr ce
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SHIATSU

Upper West — Your True Self

A h ghly regarded therapy n Japanese healing arts, SHIATSU brings relief from stress and enhances blood flow in the body Trained n Japan the practit oner has over 20 years experience G R certificates and d scounts ava lable APPOINTMENT BY PHONE ONLY
501 Sten nary Row (at Amsterdam Ave) 212-678-4251 http://web.me.com/yukichiomets/Shiatsu — $75 /60 min

Upper East — Tsunami
208 E 60th St 2F (bet. 2nd & 3rd Ave) 212-628-5868 — $90/h

Midtown West — Osaka Health Spa 46
37 W 46th St (bet. 5th & 6th Ave.) 212-575-1309 — $100/h

Midtown West — Osaka Health Spa 56
50 W 56th St #2 (bet 5th & 6th Ave (212-956-9422 — $100/h

Midtown West — Salon de Tokyo
200 W 57th St #1309 (at 7th Ave) 212-757-2187 — $70 /60min

Midtown East — Dom Holistic Center
211 E. 43rd St. (bet. 2nd & 3rd Ave.) 212-697-9114 — Se tal Sh atsu

Midtown East — Ease Salon
51 E42 St #1401 (bet. Madison & Vanderb lt) 212-661-5151 — $40 /25mn

Midtown East — Endo Sentai Shiatsu
18 E. 41st St. 1st Fl. (bet. 5th & Madison) 212-683-0041 — $80 /30m n

Midtown East — IDO HOLISTIC CENTER

Ido Holistic Center offers shiatsu massage —tradit onal Japanese acupressure massage that w ll relieve you of physical pa n and stress 20 min dry sauna and st shower nclu ded w ll a sh atsu massage Two-for-one weekend special (sauna & shiatsu) s $105
9 E. 45th St. 8th Fl (bet. Madison & 5th Ave.) 212-599-5300 www.idocenter.com — $80 /60m n

Midtown East — Kenkado Inc
211 E 53rd St (bet 2nd & 3rd Ave) 212-980-0088 — $80 /60m n

Midtown East — Pilai Thai Massage

T adit onal Tha massage n a clean studio by F la who has over 8 years exper ence as a certified professional Make over the body and sp rit w th a therapeutic Tha massage that combines pressure po nt massage and yoga stretches Call for an appo ntment.
211 E. 43rd St. (bet. 2nd & 3rd Ave.) 347-306-4896 http://massageny.weebly.com — $100/ 60min

Chelsea — OHASHI INSTITUTE
147 W 25th St 6th Fl (bet 6th & 7th Ave) 800-410-4180 — $45-85 /60m n

East Village — Kaisy
229 E 9th St 2nd Fl (bet 2nd & 3rd Ave) 212-253-6171 — $45 /50m n

Lower Mhn — Health Trail CO
23 Pell St 2nd Fl (bet. Mott & Bowery St.) 212-601-2212 — $80 /60min

Lower Mhn — Hirei Healing
636 Broadway #1004 (bet. Bleecker & Houston) 646-203-4333 — $80/h

Lower Mhn — Howard's Beauty Salon
34 Howard St 2nd Fl (Broadway & Crosby) 212 625-6866 — $50/h

ACUPUNCTURE

Upper West — Dr Hong
417 Broadway (bet 176th & 177th St.) 646-239-3322 — $90 /30min

Upper East — Herbal Fairy Spa
225 E. 84th St #4 (bet 2nd & 3rd Ave) 212-249-3699 — $60 /60min

Midtown West — Eileen Chen
119 W 57th St Suite 511 (10th & 7th Ave (212-974-2980 — $100/h

Midtown West — Nihon Medical Group
15 W 44th St 10th Fl (bet 5th & 6th Ave) 212-575-8310 — $60

Midtown West — NY Acupuncture & Herb
250 W. 57th St #1330 (at Broadway) 212-262-9258 — $100 /visit

Midtown West — Risako Blonstein
130 W 42nd St #511 (bet. 6th Ave & Bway) 516-457 3858 — $75/ visit

Midtown West — Yamaguchi Acupuncture

One of the most dist ngu shed acupuncturist with over 30 years of experience l censed n NY CA and Japan spec al zes n pain management sports nury Tred t by allerg es asthma and d gestive problems Little to an pa n w th Japanese techn que
161 W 54th St #21 (bet 6th & 7th Ave) 212-245-7580 www.yamaguchi-acupuncture.com — Acupunc -cture

Midtown East — 41st Street HealthCare
18 E 41st St (bet 5th & Madison Ave) 212-683-0041 — $80/ 120mn

Midtown East — Acumed Center
150 E 56th St #1C (bet 3rd & Lexington Ave (212-888-9977 — $30/ 60m n

Midtown East — Amy Nature Center
137 E 47th St (bet. 3rd & Lexington Ave) 212-317 2720 — $80/ visit

Midtown East — Chun Yuan Li
141 E. 55th St #9D (bet. Lex & 3rd Ave) 212 750-9314 — $80/ visit

Midtown East — David L. Zeng
14 E 34th St 5th Fl (bet 5th & Madison Ave) 212-481-1773 — $80 /50min

Chelsea — Love & Compassion
48 W 21st St 7th Fl (bet 5th & 6th Ave (212-242-9701 — $120 /2h

Chelsea — SuHu Natural Health
1 Union Sq W #715 (at E 14th St) 212-691-6201 — $80/ visit

Queens — Chin Kai
133-47 Sanford Ave #1G Flushing NY 11355 718-961 7222 — $50 /45min

Long Island — Kimura Acupuncture
516 Lakeville Rd New Hyde Park NY 11040 516-775-0778 — $80/acu $40/ear

DOCTOR

Upper East — Dr Julian Asfour
954 Madison Ave #904 (bet. 60th & 61st St (212-421-4485 — Dentist

Upper East — Fay M. Ohsumi MD
1175 1st E. 94th St #1F (Lex & Park Ave) 212-289-1121 — Inter -nist

Midtown West — Anshun Medical Health
30 W 44th St #303 (bet 5th & 6th Ave) 212-730-3010 — General Clinic

Midtown West — Luis Fujimoto DDS
250 W 57th St #2212 (Bet Bway & 8th Ave (212-975-3138 — Dentist

Midtown West — M. Sonodo MD
200 W 57th St #605 (at 7th Ave (212-977-8787 — OB/GYN

Midtown West — Nihon Medical Group
15 W 44th St. 10th Fl (5th & 6th Ave) 212-575-8310 — General Clinic

Midtown East — Fuji Shimakage LAc
18 E 41st St (bet Mad son & 5th Ave) 212-683-0041 — General Clinic

Midtown East — Haruyo Fujiwaki PhD
3 E 68th St (bet. 5th & Madison Ave.) 212-288-2527 — Psych- ologist

Midtown East — Hiroshi Kimura
30 Central Pk. S 30 (bet 5th & 6th Ave) 212-486-1121 — Dentist

Midtown East — IDO HOLISTIC CENTER

Ido Holist c Center special zes n kampo Eastern herbal medic ne and prov des treatments for physical and psychological problems un que to females (PMS menopause) m gra ne allergy and constipation A 30-min consultat on is $20 (reg $90) for new patients.
9 E 45th St 8th Fl (bet Mad son & 5th Ave (212-599-5300 www.herbjapan.com — Herbal Med cine

Midtown East — Kyo Nakamura DDS
20 E 46th St #301 (bet Madison & 5th Ave) 212-486-1121 — Dentist

Midtown East — Mitsugu Shimmyo
345 E. 37th St #203 (bet. 1st & 2nd) 212-867-5700 — Opti- metrist

Midtown East — Overseo Japanese Clinic
11 E 47th St 2nd H (bet Mad son & 5th) 212-223-3777 — General Clinic

Midtown East — Yamagata Dental
230 Park Ave #525 (bet 45th & 46th St.) 212-867-1166 — Dentist

Korea Town — Japanese Medical Practice
55 E 34th St 2nd Fl (bet. Park & Madison) 212-889-2113 — General Clinic

Chelsea — Haruna Miyamoto SW
384 W 19th St #3C (bet 8th & 9th Ave (347-403-3508 — Social Worker

New Jersey — Edgewater Family Care
725 River Rd #202, Edgewater NJ 07020 201-943-4040 — General Clinic

New Jersey — Evergaan Pediatrics
1350 15th St #130 Fort Lee NJ 07024 201 224-3344 — Pedia -tricis

New Jersey — Japanese Women's Center
870 Palisade Ave 3rd H Teaneck NJ 07666 201-747-2294 — OB/GYN

New Jersey — New Jersey Clinic
2231 Lemoine Ave., Fort Lee, NJ 07024 201 944-1000 — General Clinic

New Jersey — Otsuka Shika
1617 Park Ave Fort Lee NJ 07024 201-461-0130 — Dentist

New Jersey — Overseo Japanese NJ
47-49 Halstead Ave #101 Harrison NY 10528 914-381-8888 — General Clinic

OTHER

Midtown West — Esprit Wellness
2 W 45th St #1705 (bet. 5th &6th Ave) 212-354-5676 — Massage $60/15min

Queens — Metro Pharmacy
41-16 30th Avenue Astoria NY 11103 718-204-1414 — Pharm -acy

May Massage Promotion
New Clients Only
$30 OFF
Kampo herbal sauna & shower 30 min. Full body massage 15min. 1 special treatment 15min
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Kampo herbal sauna & shower 30 min. Full body massage 60min. 1 special treatment 15min.
$50 OFF
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9 E. 45th St., 8th Fl (bet. Madison & 5th Ave.)

FOCUS ★ SCHOOL

LEARNING JAPANESE THROUGH PLAY

When I signed up for Japanese in high school, I didn't know what to expect. Of course we started with basic vocabulary and worked our way through katakana, hiragana and a bit of kanji in an attempt to master the various alphabets. But my favorite part of our class was the cultural aspect. I remember being shocked by the crazy costumes when my sensei showed us "Kohaku Utagassen" (New Year's Eve Music Show). We wrote *nengajou* (New Year's cards) and chased away devils and asked for good luck with *mamemaki* (bean throwing) on the *Setsubun* holiday.

When you are a child, the opportunity to learn Japanese and experience the culture is invaluable. Young minds are highly malleable, and I would not be the person I am today if it wasn't for my sensei's revolutionary classroom style. It was the cultural aspects of Japan, unusual to me at the time, which really intrigued me and made me want to stick with Japanese. I flashed back to this time during a trip to the Scarsdale-based non profit **International Lifelong Education (I.L.E.)**, formerly known as the Japan America Learning Center. Along with a potpourri of other classes, Japanese is offered at this facility, and its cozy atmosphere and stellar Japanese staff make it ideal for those looking to study this language.

Two such students were participating in a spring camp taking place the week I visited. 10-year old Michael and 8-year old Ken both take their own one-on-one private Japanese lessons every Saturday, so this special event was a great chance to interact with fellow students of Japanese as well as native speakers who had come to work on their English. Aside from activities such as music, gym and candle-making, there was something special planned for them: a field trip to a local Japanese supermarket so they could practice their Japanese.

While at the store, they had to carry a worksheet with them and accomplish tasks like asking where certain items such as soy sauce, "Pocky" and miso were located and how much they cost. Michael and Ken received $5 each of spending money, and were eager to show off their Japanese skills. They were able to navigate Fuji Mart's aisles and find all of the items, as well as some treats for themselves! At lunchtime Michael dug into his new purchases right away, enjoying his first *onigiri* (rice ball) and washing it down with the carbonated drink *ramune*. For dessert he opened up his package of orange Hi-chew and shared them with the group.

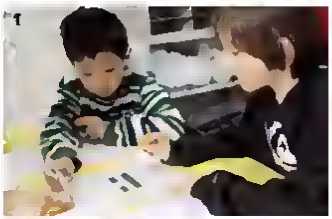
I took this opportunity to ask Michael and Ken why they want to study Japanese. Michael shared, "I saw calligraphy hanging in my Japanese friend's house and I wanted to learn more about Japan, so I started taking classes here six months ago. I have *heiwa* (peace) that I wrote in hiragana hanging in my room, and someday I want to write it in kanji." As for Ken, his mother is Japanese so his interest in the language was natural. He started classes about six months ago, and he's already hooked. "I like coming to the center because we play games, listen to music and have fun while learning Japanese."

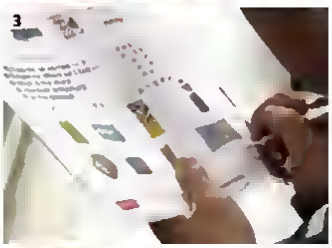
Watching Michael and Ken and their enthusiasm brought me back to my days first studying Japanese. I.L.E. has the same magic that I had in my high school class that made it fun to learn a language. There is something special about having the chance to learn Japanese when you are young, and as I.L.E.'s name indicates, they are hoping to have this interest stay with children for the long-term. With their winning formula, students are sure to grow into lifelong language learners.

——Reported by *Stacy Smith*

International Lifelong Education (I.L.E.)
81 Montgomery Ave., 2nd Fl., Scarsdale, NY 10583
TEL. 914-723-7600
www.japanamericacenter.com

I.L.E. will offer Summer Camp programs. For details, go to their website.





1. The students prepare for their trip to the Japanese supermarket. **2.** Completing the scavenger hunt while using Japanese. **3.** Marking off the items found one by one. **4.** Learning Japanese through song with native Japanese students.

School Guide

The following is a list of schools where you can learn Japanese culture.

Coupon available at www.chopsticksny.com

LANGUAGE

Japanese Study Hall NY — Upper East

A professional language instructor who has taught students of all ages & levels for 20 years offers lessons in Harrison. NY at affordable rate. Lessons include the history, culture and geography of Japan as well as Japanese drawing and general etiquette.
510 E. 80th St. (bet. York & East End Ave.) | TEL. 917-607-2917 | jshnycmc@gmail.com | Japanese

Musical Kids International — Upper East
124E Lexington Ave. (at 28th St.) | 212-605-5899 | Japanese

Hills Learning Center — Midtown West
350 Lex. Ave. 12th Fl. (bet. 41st & 42nd St.) | 646-340-4977 | Japanese

New York Japanese Language School — Midtown West

A native Japanese speaker who is also a Japanese magazine writer offers classes in midtown and downtown. Lessons are available in small groups, private and Skype. 1st class is free. A scholarship is available for 3 college or high school students per class.
257 W. 39th St. (4th Fl. (bet. 7th & 8th Ave.) | 646-345-5777 | http://my-japanese.com/ | Japanese

Amity Language Institute — Midtown East
124 E. 40th St. #203 (bet. Park & Lex. Ave.) | 212-697-6374 | Japanese

thec language institute, inc. — Midtown East

thec method focuses on developing the listening and speaking skills that provide the foundation to hold conversations in Japanese. Their courses are taught by highly educated instructors and they also offer classes on Japanese culture and business etiquette.
369 Lexington Ave. #300 (bet. 40th & 41st St.) | 212-867-2000 | www.thec-usa.com | Japanese

Japan Society — Midtown East
333 E. 47th St. (bet. 1st & 2nd Ave.) | 212-832-1155 | Japanese

Language House — Midtown East

We provide specialized lessons in Japanese language learners in Midtown and offer 12-level courses (5-6 students) in 3 semesters, private lessons and corporate programs. All instructors are certified native Japanese speakers with Master's in Language Ed.
545 E. 14th Ave. #910 (at 45th St.) | 212-949-5455 | www.languagehouse-nyc.com | Japanese

PC Tech — Midtown East
317 Madison Ave. #800 (at 42nd St.) | 212-909-4754 | Japanese

ABC Language Exchange — Chelsea
135 W. 29th St. # 1204 (bet. 6th & 7th Ave.) | 212-563-7580 | Japanese

Tann — Chelsea
43A W 13th St. (bet. 5th & 6th Ave.) | 212-645-2800 | Japanese

NYCNDA — East Village

Providing immersion into the Japanese language and culture for children ages 0-5 years in a fun environment. The curriculum includes play, music, songs, crafts, games and story time. Visit their website for full details and additional programs!
315 E. 5th St. #1H (bet. 1st & 2nd Ave.) | 646-334-7426 | www.nycnda.com | Japanese

GoINbonGo Language — Westchester
PO Box 33 White Plains, NY 10605 | 914-255-5288 | Japanese

Japan America Center — Westchester
81 Montgomery Ave. 2nd Fl. Scarsdale NY | 914-723-7900 | Japanese

Japanese-American Society of New Jersey — New Jersey

The language program is taught by highly trained instructors who qualified through their special certification program. Group and individual lessons are available on and off the premises as well as via Skype.
304 Main St. 2nd Floor, Fort Lee, NJ 07024 | TEL. 201-461-5133 | www.jasofnj.com | Japanese

TRADITIONAL

Seiko Shodo — Upper West

Private shodo lessons by an instructor with 30 years of shodo practice and an 8th dan (the highest shodo degree). Lessons can be arranged on Tue, Thu, Sat and Sun. Monthly Rokuga (ink painting) meetings are also held. Email seikoju5102009@gmail.com for more details.
315 W. 61st St. @ West End Ave. | 212.247.2589 | www.seikoushoryu.com | Calligraphy

Sogetsu Ikebana School — Upper West
201 W. 70th St. (at Amsterdam Ave.) | 212-873-0115 | Ikebana

Urasenke Chanoyu Ctr — Upper East
153 E. 69th St. (bet. 3rd & Lexington Ave.) | 212-988-8161 | Sado

Ellie's NY Floral Design — Midtown West
15 W. 44th St. 11th Fl. (bet. 5th & 6th St.) | 212-868-3696 | Ikebana

N.Y. Togei Kyoshitsu — Midtown West

N.Y. Togei Kyoshitsu has been offering Japanese ceramic classes for beginner to advanced students since 1994. We teach traditional art styles, aesthetics and functionality of pieces. 2.5 hour to all class is $35. Until tested students use for open studio members.
5 W. 30th St. 3rd Fl. (bet. B'way & 5th Ave.) | 212-268-1711 | www.nytogei.com | Pottery

NIHONWASOU USA — Midtown West
1410 Broadway #2618 (bet. 38th & 39th St.) | 212-719-0500 | Kanoan

The Nippon Club — Midtown West
145 W. 57th St. (bet. 6th & 7th Ave.) | 212-581-2223 | Sado

Lotus Books and Gifts — Midtown East
151 E. 57th St. 3rd Fl. (bet. 1st & 3rd Ave.) | 212-744-5123 | Ikebana

The Ohashi Institute — Chelsea
147 W. 25th St. 6th Fl. (6th & 7th Ave.) | 800-810-4190 | Shiatsu

Ikebana Flowers New York — Lower Mhn
173 Lafayette St. #207 (B'wome & G and St.) | 212-255-0769 | Ikebana

Kimisen Ketado — Lower Mhn

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23-11 38th St. 2nd Fl. (23rd & 24th Ave.) | 718-278-0508 | Calligraphy

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nik@ikebanany.org | 212-724-7097 | Ikebana

Ohara School — Japan
OharaNYC@aol.com | 201-395-0353 | Ikebana

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Kokushi Budo Institute — Upper West
332 Riverside Dr. (bet. 105th & 106th St.) | 212-866-6777 | Judo

Shorinryu Matsubayoshi — Upper West
131 W. 72 St. 2R (bet. Amsterdam & Columbus) | 212-875-0828 | Karate

Shotokan Karate-Do NY — Upper West
2121 Broadway 4th Fl. (at 74th St.) | 212-769-5500 | Karate

UWS Kenshikai Karate — Upper West
929 Columbus Ave. (bet. 105th & 106th St.) | 917-295-0467 | Karate

Aikido Shoho Dojo — Upper East
350 E. 62nd St. (at 1st Ave.) | 646-500-9212 | Aikido

Kaizen Karate Dojo — Upper East
1796 3rd Ave. (at 90th St.) | 212-828-5678 | Karate

Ultimate Karate USA — Upper East
1950 3rd Ave. 3rd Fl. (at 107th St.) | 212-426-4668 | Karate

Aikido of Manhattan — Midtown West
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Traditional Okinawan Karate — The Shinjinbukan School was founded by Omega Yoshimitsu Kaicho in Okinawa, Japan. The New York branch is a private Dojo offering classes to a selected group of students of all ages. For an appointment, contact Sensei Jimmy Moore.
939 9th Ave. #307 (bet. 55th & 56th St.) | 917-400-3183 | www.shinjinbukan.com | Karate

Shinkyokushinkai NY — Midtown West
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Eizanryu Jujitsu Biwako — Chelsea
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Modern Japanese Karate — Chelsea
151 W. 25th St. 5th Fl. (bet. 6th & 7th Ave.) | 212-537-6441 | Karate

New York Aikikai — Chelsea
142 W. 16th St. 2nd Fl. (bet. 6th & 7th Ave.) | 212-242-0246 | Aikido

Shorinji Kempo NYC — Chelsea
151 W. 25 St. 5FL (bet. 6th & 7th Ave.) | 917-721-6729 | Karate

U.S. Budo Kai-Kan — Chelsea
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World Seido Karate — Chelsea
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New York Jiu Jitsu — East Village
666 Broadway Lower Level (at Bond St.) | 212-343-8310 | Jiu Jitsu

Ken Zen Institute — Lower Mhn
54 Thomas St. (bet. Church & W Broadway) | 212-406-0104 | Kendo

Aikido of Park Slope — Brooklyn
555 5th Ave. (at 15th St.) | 718-788-5432 | Aikido

Japan Karate Assoc — Brooklyn
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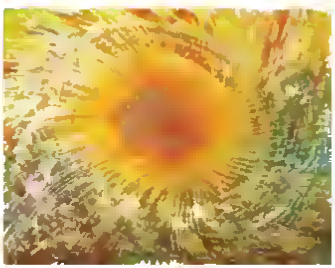
NY Coo Gallery 2010 Open Art Contest



Miki Nagano / 2009 IBERICA Award

NY Coo Gallery, in association with IBERICA USA, Inc., a global contract research organization, is happy to present the 2010 Open Art Contest.
The creative themes for this year's contest are "Health," "Sunflower," and "Earth and Nature."

The finalist will receive a $500.00 check and a pair of U.S. - Japan roundtrip airline tickets on ANA (All Nippon Airways).
NY Coo Award and other special awards will be given as well.
All artworks that receive the awards will be displayed in NY Coo Gallery's December 2010 exhibition.

Please check for more information at www.nycoo.com

Contact Info: NY Coo Gallery 1133 Broadway #335 New York, NY 10010
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SENSEI INTERVIEW, VOL.1

"WE TEACH JAPANESE THAT IS PRACTICAL AND USEFUL FOR LIVING IN JAPAN."

Miho Estay-Izumi (Japanese Study Hall NY)

Could you please give some advice to people who are studying Japanese?

If students have any specific field of interest in the culture — anime, manga, film, or even Japanese baseball players — that can be a driving force to study the language, and by exploring this interest, they can expand their study approach.

How do you guide your students?

We teach Japanese that is practical and useful for living in Japan. To achieve that, we highly value these four aspects: reading, writing, speaking, and listening. So, we take advantage of field trips to Japanese bookstores and grocery stores and have students write journal entries and emails, for example. Also, there are some words that we always teach, even to the beginners — examples are "sutaba" (Starbucks), "makku" (McDonald's) and "konbini" (convenience stores), all of which are derived from English words. By learning the stories behind the words, students can go one step further into Japanese culture.

What are difficulties students have to overcome?

Japanese is a language that requires patience from a grammatical point of view. In English, the verb follows right after the subject, and people can clarify the conclusion in the beginning. In Japanese, however, the verb comes at the end of the sentence, and people have to hold what they want to say until the end. Japanese is a complicated and profound language, which involves kanji, hiragana, and katakana. The more you learn it, the more you find something you don't know. So, it is truly a question of how much of yourself you would like to devote to learning the language — we can guide you as far as you would like to go.

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IZUMI-SENSEI'S MINI LESSON

"MATA RAISHU"

It means, "See you next week," and it represents a very positive attitude because it implies that we will study together again. If it's "Dewa, mata," meaning "See you next time," it sounds more formal, and "Mata ne" and "Jaa mata" can be used in casual settings, between friends.

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JAPAN POP QUIZ
Sumo wrestlers are called sekitori. What is the highest title a sekitori can earn?
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2 Yokozuna
3 Juryo
4 Komusubi

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Japanese Book Ranking (data provided by Kinokuniya Bookstore)

ANOTHER SENSATION BY HARUKI MURAKAMI

HARDCOVER TOP 5 IN JAPAN (4/12-18)

Book title	Author	Publisher
1. 1Q84 (BOOK3)	*Haruki Murakami*	Shinchosha
2. 1Q84 (BOOK1)	*Haruki Murakami*	Shinchosha
3. LESPORTSAC 2010 Style 3	*N/A*	Takarajimasha
4. LESPORTSAC 2010 Style 1	*N/A*	Takarajimasha
5. Moshi Koukou-yakyu no Joshi Manager ga Drucker no "Management" o Yondara	*Natsumi Iwasaki*	Diamondsha

THE MONTHLY PICK

1Q84 (BOOK3)
It is the third volume of Haruki Murakami's best selling novel, *1Q84* of which the previous two volumes caused a sensation right after they were published last year. Murakami depicts the world in 1984 intertwining reality and fiction. In addition to the two perspectives of Aomame and Tengo in volumes 1 and 2, a new angle is added in the third volume, and complicates the story. (Rank #1)

PAPERBACK TOP 5 IN JAPAN(4/12-18)

Book title	Author	Publisher
1. Kokuhaku	*Kanae Minato*	Futabasha
2. Hacchoubori no Kaji	*Yasuhide Saeki*	Kadokawa
3. Ekken	*Yasuhide Saeki*	Kodansha
4. Watashi no Otoko	*Kazuki Sakuraba*	Bungeishunju
5. Shikou no Seirigaku	*Shigehiko Toyama*	Chikuma Shobo

THE MONTHLY PICK

EKKEN
In the time of the downfall of the Tokugawa Shogunate, the first U.S. Consul General to Japan Townsend Harris, is granted an audience to the Shogun. The protagonist, Fujinosuke, a great swordsman, is assigned an extremely dangerous mission to protect U.S. diplomats heading to the presentation... How does he survive where there are lots of assassins lurking? (Rank #3)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)

SAKE: WATER FROM HEAVEN *BY ROCKY AOKI*
Did you know that there are thousands of varieties of sake or that sake has 400 flavor components to wine's 200? Also, did you know that most of the finest sake are supposed to be served chilled? Sake has no sulphites and the premium grades won't cause a hangover. Aoki adds his own grade to sake brands including many selected for being commonly found in the United States as well as other specialized brands that can be purchased online.

JAPANESE COCKTAILS: MIXED DRINKS WITH SAKE, SHOCHU, WHISKEY AND MORE *BY YURI KATO*
Cocktail expert, Kato brings the spirit of Japan to your home bar with more than 60 cocktails brimming with unexpected and exotic combinations. Whether mixed with Japan's distinctive potables: sake, shochu or Japanese Whiskey or representing a Japanese approach to spirits such as vodka, rum and tequila, Yuri's delicious elixirs bring sophistication, adventure and a cosmopolitan sparkle to any cocktail gathering.

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Charms in Japan -Vol.4-

O - f u d a

O-fuda, also known as gofu, is a Japanese talisman issued by Shinto shrine and temples. The o-fuda is believed to have the power to adjust energy flow and enhance energy level; therefore, it protects family from misfortune and disease, repels evil, and brings prosperity. Usually it's issued before the end of a year, and people place it inside a *kamidana*, a private shrine style shelf, or attach it to a slightly higher position of a door, pillar or ceiling. The characters symbolizing *Kami* (the Diety of Shinto) or magic square, are drawn on o-fuda. You'd better burn it once it's expired or got ruined by accident. O-fuda should be renewed yearly.

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Illustration by Mikako Kanno

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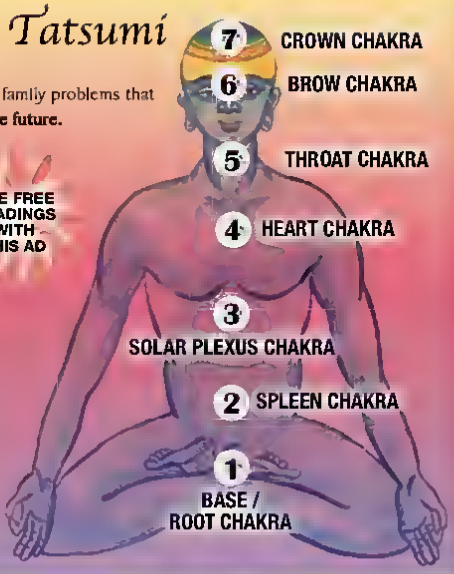

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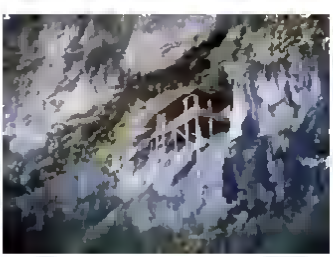
HIKE TO THE HIDDEN TEMPLES

Over the centuries, Japan's winding history has created unusual landscapes. Temples have played a crucial role in establishing communities, and some places were forced to build a temple in an extreme location. Today these temples await those who look for cultural adventures. Experience the long and rough way to these temples and feel thousands of people's foot steps from ancient times.

A TEMPLE ON THE CLIFF

It looks odd to see a little wooden temple at such an inaccessible cave on a vertical cliff. **Sanbutsu-ji Temple** stands at the unimaginable location on the hillside of Mt. Mitoku in Totton Prefecture. At the 2,952 feet elevation, the 1300 year old wood structure sits in a small alcove on the vertical cliff. This location was allegedly picked by an ancient Japanese Zen monk who blew three pedals to find the most sacred place to build his new Zen temple. The legend says that the temple itself was "thrown" into this alcove on the cliff after being built somewhere else. The temple has been designated as a national treasure for its very unusual architectural design and structure as well as the bizarre location. After the detailed restoration in 2007, the temple became more accessible to people from the design industry, historians, culture travelers and hikers.



Sanbutsu-ji Temple prefers those practicing Zen meditation and training rather than tourists. The only access to the temple is from the back side of the hill and each visitor is required to sign the hiking entrance permit and wear a special robe. Zen training starts at the beginning of the hike, as the path is very rocky and steep, and proper hiking attire and shoes are necessary. Gear up for a unique, adventurous Zen experience at the hidden sacred temple.

MEET ME AT THE SUMMIT

Japan's highest destination opens its season July 1st, and **Fujisan Hongu Sengen Taisha Shrine** also welcomes hikers that make it to the summit of Mt. Fuji. The shrine consists of a few buildings and the back building, usually called Okumiya, actually occupies the entire area above the mountain's 8th station (at 10,170 feet) except for the hiking path and the meteorologist station on the summit. The shrine's main building is at the bottom of the mountain. The building of Okumiya (the back shrine), located by the large crater on the summit, was built in 806 by ancient Japanese people who considered the mountain sacred. Most hikers try to reach the summit for sunrise, and the sunrise behind the shrine's torii gate is a magnificent picture perfect view. If the weather permits, don't miss the shadow of Mt. Fuji. As the sun rises at a certain level, the mountain casts a perfect shade on clouds floating below, which perfectly reflects the shape of the beautiful Fuji. For over a century, the Okumiya of Sengen Taisha Shrine has looked down over the world and protected the lives of Japanese people.

The summit is open only in July and August, and is accessible from 4 different trails: Yoshida Entrance, Fujino-Miya Entrance, Subashiri Entrance, and Gotemba Entrance. The top of Mt. Fuji has a large crater, and the edge of the crater is designated the summit area. The very highest point in the country, the elevation of 12,388 feet, is on top of Kengamine, one of the small rising points on the crater rim. For details of the summit area, go to http://www.fuji-hongu.or.jp/sengen/english/index.html.

BEYOND THE ACROBATIC BRIDGE

Mumyo Bridge is an arch-shaped stone bridge, and is worth crossing. The stone bridge is only 18 feet long and less than 4 feet wide, and you'll get chills when you look down from the small bridge, from such an elevation. There is no clear explanation why they made such a small bridge without handrails over the small gap on the cliff that leads to the back side of the ancient Tennen-ji Temple. From the bottom, this bridge looks like a small arch in heaven, and there are countless ancient stone Buddha statues all the way up to the temple.

In fact, this is only part of the mysterious and magical world of a unique school of Japanese Buddhism from the early 8th century, which thrived in Kunisaki Peninsula of Oita prefecture in eastern Kyushu. For the local worship tradition, people built over 60 temples on the mountain in the center of the peninsula for Zen training and meditation. To this day Peninsula thrives as the remaining ancient village of stone Buddha statues, and people still hike up the mountain making pilgrimages to all the ancient Zen temples. The Peninsula is known for its mysterious and magical landscapes, which are so different from the wooden structures that are common in Japan. The tallest stone Buddha sculpture, Kumano-Magai Buddha, represents the area's mysterious looking remains; the 26 foot high rock carving sits on top of steps of randomly piled stones, which were allegedly piled overnight by a demon.

— *Nori Akashi* | Public Relations Manager at the New York Office of JNTO

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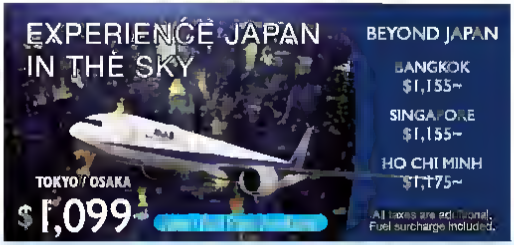

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JAPAN POP QUIZ

During the sakoku period when Japan banned any trade with foreign countries, there was only one harbor that remained open to foreign ships. Which harbor was it?

1. Yokohama
2. Kobe
3. Nagasaki
4. Hakodate

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Tel: 310-327-1111 E-mail:info@jdtinfo.com
Fax: 310-329-7609 www.JapanDelxueTour.com

Exhibition

May 12-29 FREE
Minoru Tonosaki: Recent Works Exhibition
NY Coo Gallery
NY Coo gallery will be presenting the recent works of painter Minoru Tonosaki. This will be the artist's first New York City solo exhibition featuring a new suite of paintings executed on mixed media and inspired by the scenery of Paris. About 20 new and recent works will be on display. Opening Reception will be on May 14 from 5-7:30pm.
Location: 1133 Broadway, Suite 335 (at 26th St.)
New York, NY 10010
TEL: 212 380-1149 / www.nycoo.com

May 13-19 FREE
MANYOSHU- Naoki Nomura KIMONO Exhibition
The Nippon Gallery
Mr. Nomura is one of the living masters of the Kyo Yuzen style of kimono design, based on a dyeing technique perfected in Kyoto around the middle of Japan's Edo period. He uses traditional dyeing methods that result in a sedate tone while injecting brightness by exquisitely depicting scenery and flowers on the fabric. This exhibition showcases original works in the theme of "Manyoshu", which is the oldest existing collection of Japanese poetry. Nomura expresses each scene of the poem by using various colors he created himself, combined with spectacular scenery.
Location: 145 W. 57th St. (bet. 6th & 7th Aves.)
New York, NY 10019
TEL: 212-581-2223 / www.nipponclub.org

May 13-25 FREE
Limited Editions Unlimited Design (When Design meets Art)
Salomon Arts
Two New York-based designers will have a joint exhibition, "Limited Editions Unlimited Design," in honor of International Contemporary Furniture Fair Design Week. Japanese designer Fiji Sumi, who specializes in lighting and interior designs as well as visual art, and French industrial & product designer, Fabrice Covelli, will exhibit their works crossing over two disciplines, art and design. The opening reception will be held on May 13 from 6-8:30pm.
Location: 83 Leonard St., 4th fl. (bet. Broadway & Church St.)
New York, NY 10013
TEL: 212 966 1997 / www.salomonarts.com

May 13-June 19 FREE
Exhibition of Katsuyuki Sakazume
Ippodo Gallery
Katsuyuki Sakazume, one of Japan's most celebrated ceramic artists will have a rare exhibition at Ippodo Gallery. He incessantly explores the profound world of ceramics to express the beauty of clay. The exhibition will highlight 30 of his most recent works which will be displayed mainly in installation style. Mr. Sakazume will visit New York for the first time in 25 years and appear at the opening reception which will be held on May 13.
Location: 521 W. 26th Street, #1, New York, NY 10001
TEL: 212-967-4899 / www.ippodogallery.com

Performance

May 23
Salon Series No. 38. Joy of Okinawan Dance and Music
Sachiyo Ito and Company
The salon series is a series of performances, informative and educational lectures and lecture-demonstrations on the performing arts of Japan, presented by Sachiyo Ito and Company. The 38th of its series: "Joy of Okinawan Dance and Music" will focus on the folkloric Okinawan dance and music. New York Okinawa Sanshin Club with Okinawan three-stringed instrument players, drummers and singers will make a special guest appearance. There will be an audience participation in Kachashi, uniquely Okinawan improvisational dance after a brief instruction.
Location: Tenri Cultural Institute
43 A W. 13th St. (bet. 5th & 6th Aves.)
New York, NY 10011
TEL: 212-627-0265 (Sachiyo Ito and Company)

May 23
J-Pop Event Featuring Reni Performance
Aspire Communications
J-pop singer, Reni, will be featured in the brand new "mini" anime event PJ-Pop at the Dwyer Cultural Center. At the event, anime and J-pop fans will be able to enjoy the taste and ambience of Japanese pop culture with exciting activities and booths to purchase merchandise. The event will also include karaoke, panels & screenings of anime, a cosplay cafe, and a special concert featuring Reni.

Location: 258 St. Nicholas Ave.
(at 123rd St.)
New York, NY 10027
TEL: 212-222-3060 / www.dwyercc.org
Info: www.mnireni.com

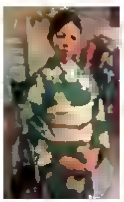
May 23
Community Band Concert Featuring Miho Horiguchi
The Grand Street Community Band
The Grand Street Community Band of Brooklyn, featuring Miho Horiguchi, is kicking off the summer with a May concert performance at the Grand Street Campus High School Auditorium. They will be performing several traditional compositions including famed works by Leonard Bernstein and Gustav Holst. The EclecticDanBigBand, an up-and-coming jazz band from Long Island, will also be hitting the stage.
Location: 850 Grand St. (bet. Bushwick Ave. & Olive St.)
Williamsburg, NY 11211
Info: www.grandstreetband.org

Lecture/Forum/ Film/Festival

May 8 FREE

Free Kimono Demonstration for Beginners

The Kimono House



The Kimono House, located in SOHO, is having a free kimono wearing demonstration for beginners. The demonstration will explain how to wear kimono and tie an obi (belt) around it. Call to register for this event. No one will be admitted without registering in advance.

Location: 182 Spring St. (at Thompson St.) New York, NY 10012
TEL: 212 505-0232

May 11 FREE

Miso: Lecture and Cooking Demonstration

The Gohan Society

The Gohan Society will continue their lecture series with a cooking demonstration, lecture, and tasting on Miso. The lecture will be given by a Miso expert from Marukome Miso, and Chefs Noriyuki Kobayashi and Katsuhisa Inoue of MFGU Restaurant will give a cooking demonstration based on an authentic Japanese cooking technique and method that will show how to make a couple of western style dishes using Miso. The Gohan Society plans to hold another open-to-public event on Japanese whiskey on Jul. 19.

Location: French Culinary Institute
462 Broadway (at Grand St.), New York, NY 10013
TEL: 212-385-3550 / www.gohansociety.org

Event

May 2 FREE

Kids' Day

Kiteya SoHo

Celebrating Japan's "Kodomo no Hi" (Children's Day), Kiteya SoHo will hold a Kids Day event at the store. Participants can enjoy origami and craft works and sing Kodomo no Hi-songs together during this event. The free event is suitable for ages 2 to 5 and limited to 15 participants. The reservation is required and child must be accompanied by an adult. The event will be conducted in both English and Japanese. The event is from 2pm to 3pm.

Location: 464 Broome St. (bet. Mercer & Greene Sts.)

May 5 FREE

Japanese Children's Day Celebration for Toddlers

Greenwich Kokusai Gakuen

The Greenwich Kokusai Gakuen pre-school located in Fairfield County, Connecticut is having a Japanese Children's Day celebration with a fun filled day of activities for toddlers. Participants will enjoy story time, singing a "Koinobori Song", snack time, games, and free play at the playground. Age limit is 1.5-3 years old and up to 20 people can attend, as space is limited.

Location: 521 E. Putnam Ave., Cos Cob, CT 06807
TEL: 203-629-5567
Info: info@greenwichkokusai.org

May 12 FREE

Asian Heritage Festival

LaGuardia Community College

LaGuardia Community College will be hosting The Asian Heritage Festival, which allows representatives from Asian countries to introduce their own interesting cultures with fun displays and performances. The Japanese club at LaGuardia is going to have a small exhibition booth to display Japanese cultural heritage and is also planning to host several performances.

Location: 31-10 Thomson Ave. (bet. Van Dam & 31st Sts.)
Long Island City, NY 11101
TEL: 718-482 7200 / www.lagcc.cuny.edu

Event Feature

Experience Japan at New York Street Fairs

Japan Block Fair

As warm weather hits the city, the streets of New York turn into huge outdoor event spaces! Every weekend during the summer, you'll come up at least one street fair or block party. This year, Japanese "ennichi" style vendors will join the fairs and bring Japanese comfort foods and gift items. You can enjoy freshly made daigaku-imo (sugar coated fried sweet potato), ramen noodles and udon noodles from Goto Islands as well as Ebi-Ten (shrimp tempura), Beef Ginger, and Croquettes, which are all made to order. (Dishes are subject to change) You also can find Japanese traditional gift items: tenugui (Japanese traditional cotton towels), handmade soaps, and more.

The schedule and locations in May are as follows:

May 9: on Amsterdam Ave. from 96th St. to 106th St.
May 16: on 3rd Ave. from 14th St. to 23rd St.
May 23: on Broadway from 47th St. to 57th St.
May 31: on Madison Ave. from 42nd St. to 57th St.

*The introduction meetings for prospective vendors will be held on May 3. Each meeting is free and will take 90 minutes. There will be three slots: 10-11:30am, 1-2:30pm, 3-4:30pm. For details, call (516-769-1683) or email (todo@japanblockfair.com) Mr. Todoroki.

Info: Japan Block Fair
www.japanblockfair.com

Happenings

Special Promotion and Event Highlights for May

Kinokuniya

Kinokuniya Bookstore and Cafe Zaiya are launching a special promotion for spring. Present a receipt from any Cafe Zaiya to receive 10% off any book or magazine for purchase at the bookstore. The offer is valid between April 24 and May 15. (Discount doesn't combine with any other promotion or sale.) In addition to the promotion, the bookstore will host a couple of events in May. The high-

New York, NY 10013
TEL: 212-219 7505 / www.kiteya.com

lights are as follows. On the 7th, author Andy Couturier will speak on his book "A Different Kind of Luxury: Japanese Lessons in Simple Living and Inner Abundance," which shows a wonderful way to be in balance with nature, internally happy and live an ecologically responsible lifestyle. On the 8th, the Kodomo Haiku Juku will present a special Haiku recital in Japanese.

Location: 1073 Ave. of the Americas (bet. 40th & 41st Sts.)
New York, NY 10018
TEL. 212-869-1700 / www.kinokuniya.com

Free Hair Pack with Digital- or Straightening Perm

RH Plus Salon

Hair salon in Midtown East, RH Plus Salon, has recently introduced a new advanced solution for their signature digital perm, which has a great protection effect. They are holding a campaign to promote the advantage of this perm until the end of May. For customers who try the digital perm or straightening perm during this period, they offer a hair treatment, Clay Esthe Pack ($30 value) for free. Try and feel the difference they can make on your hair.

Location: 805 3rd Ave., 2nd Fl. (bet. 49th & 50th Sts.)
New York, NY 10022
TEL. 212-644-8058 / www.rhplusny.com

Introducing New Cold Ramen Noodles

Setagaya

Popular ramen noodle hot spot Setagaya, located on St. Marks Pl., is introducing a new cold noodle ramen dish to their menu called "Hiyashi Chuka". This dish is made with their special homemade soy sauce and premium "chashu" (roast pork), which they carefully prepare every day, and is topped off with an organic egg. Welcome the up and coming warm weather with this seasonal dish.

Location: 34-A St. Marks Pl. (bet. 2nd & 3rd Aves.)
New York, NY 10003
TEL. 212-387-7959

Discount for Registering a Cosmetic Laser Program

Lavender Laser Cosmetics

Lavender Laser Cosmetic is introducing an 8-week training program, which allows students to learn laser technique as well as experience laser treatment, including hair removal (whole body) and treatment for blemishes, wrinkles, veins and acne. Chopsticks NY readers who sign up for this program receive a huge discount: $1500 for all classes (Reg. $3500). The class takes place once a week either on Saturdays, Sundays or Mondays.

Location: 18 E. 41st St., 1st Fl. (bet. 5th & Madison Aves.)
New York, NY 10017
TEL. 212-683-0041

Discount Brooklyn Based Group Activities for Toddlers

BYCBDA (New York City Bikango de Asobou)

The Japanese language and culture center for children, NYCNDA, now has new group activities opening for spring at their Brooklyn location and is also offering a $10 discount for any of the Brooklyn class passes for Chopsticks NY Readers. The group activities scheduled are as follows: The Music & Movement group for toddlers ages 2-3 years, The Brooklyn Mommy & Me group for 3-19 month old babies, and the Writing Workshop for 4-8 year olds. All groups require advance registration, and some have trial sessions available in the Manhattan location. Visit their website for details.

Location: (Manhattan Class) 315 E. 5th St., 1H
New York, NY 10003
(Brooklyn Class) A.R.T. NY / South Oxford Space
138 South Oxford St., Brooklyn, NY 11217
TEL. 646-334-7426 / www.nycnda.com

New Online Shop Featuring Mobile Suit Gundam Items

Gundam Planet

Japanese sci-fi anime TV series, Mobile Suit Gundam, created huge fandom right after its release in Japan about 30 years ago. Now the fervor has spread globally and has even created a new genre "mecha" or "real robot genre." This past March, Gundam Planet, the online shop featuring Mobile Suit Gundam items, was established specifically for U.S. customers. They carry over 300 kinds of Gundam items from an easy-to-make plastic model kit, which does not require any glue or paint, to "super Alloy" models for maniac fans. They also carry goods from other anime programs such as Dragon Ball and Space Battleship Yamato. They release updated information through their Blog and Twitter.

Info: www.gundamplanet.com
Blog: blog.gundamplanet.com
Twitter: twitter.com/GUNPLATeam

Introducing Original Ramen Late Night on Fridays and Saturdays

1 or 8

Serving new concept Japanese cuisine with a French flare. Chic restaurant in Williamsburg, 1 or 8, is introducing house made ramen. The original Oyako Ramen, which comes with chicken confit and soft-boiled egg, is only served from midnight to 2am on Fridays and Saturdays. The late night menu also highlights sushi, sashimi, pork ginger donburi, home-made duck prosciutto, etc., but since the menu is based on what they have, you may not find the same item all the time.

Location: 66 South 2nd St. (bet. Wythe & Kent Aves.)
Brooklyn, NY 11211
TEL. 718-384-2152 / www.oneoreightbk.com

$7 Language Trial Lessons

Hills Learning

Hills Learning language school, located in Midtown, is offering a special trial lesson to Chopsticks NY readers for the month of May. For a limited time, they will be offering $7 language trial lessons for 4 separate languages. The schedule is as follows: "English Conversation" on the 5th, "Introduction to Korean" on the 14th, "Interactive Chinese" on the 20th, and "Beginning Japanese" and "Intermediate Japanese" on the 26th. Reserve your tickets in advance through their website. Spots are reserved on a first come, first serve basis. Only one trial class allowed per person, per language, and you must be 18 or older to apply.

Location: 380 Lexington Avenue, 17 Fl.
New York, NY 10168
TEL. 646-340-4977 / www.hillslearning.com

Earn Twice as Many Miles in "Double Smile Campaign"

ANA (All Nippon Airways)

Until the end of May, ANA mileage flight customers, who board on international and Japan domestic flights, can earn double miles. Some restrictions might apply and registration is required to participate in this campaign. For details, go to their website.

Info: www.fly-ana.com

Two Campaigns on Mother's Day & Bridal

Ripplu

Custom fit lingerie shop Ripplu, will have two campaigns at the same time. The first campaign celebrates Mother's Day and customers who spend more than $150 will receive a $10 coupon that can be used on their next visit. When mother and daughter shop there together, Ripplu offers a free gift as well. The campaign lasts until

the end of May. The second and ongoing campaign is for the bridal season in June. Ripplu offers 10% off bridal lingerie items, including bustiers, matching panties, garters and Nubra silicone bras. The campaign ends the end of June.

Location: 66 Madison Ave. (bet. 27th & 28th Sts.)
New York, NY 10016
TEL. 212-599-2223 / www.ripplu.com

Spring Food Fair Events in May
Mitsuwa Marketplace

Mitsuwa Marketplace will celebrate the warm spring weather with various food fair events. From Apr. 29 to May 9, they will hold Glico Snack Fair, highlighting over 30 kinds of Glico brand's snacks such as their famous Pocky series. On the 1st and 2nd, they will feature 15 kinds of mochi (rice cakes) directly from Inaho Seika confectionary producer in Hokkaido region. On the weekend of the 6th-8th, they will celebrate Mother's Day and hold an "Italian Tomato Cake Fair," providing an array of sweets freshly made in-store. From the 13th to 23rd, sweets and snacks featuring matcha green tea will be presented. Matcha flavored-candies, biscuits, cookies, and cakes are all highlighted.

Location: 595 River Rd., Edgewater, NJ 07020
TEL. 201-941-9113
www.mitsuwa.com/english

New Bread Items at Japanese Café Bakery
Café Zaiya

Japanese café bakery Café Zaiya, is now introducing new bread items from Danish to savory. The new additions since March include Mentai French (photo), Four Cheese Pizza, Angel Ring, The Parisienne (photo), Creamy Peanut, Treasure Box, Raisin Swirl (photo) and more. Angel Ring is sold only from Friday to Sunday, and The Parisienne is sold everyday but has a limited supply. New breads are available in all Café Zaiya locations.

Location: 18 E. 41st St. (bet Madison & 5th Aves.)
TEL. 212 779 0600 / www.zaiyany.com

New Japanese Language Courses for Various Needs and Levels
Language House

Celebrating its seventh anniversary of establishment, Japanese language school in Midtown, Language House will offer various language classes for three months from May 15 to Aug. 14. Adult classes are divided into 12 levels which include conversation & grammar class, advanced business Japanese class, and advanced literature class. From Jun. 3rd, they will have a 10-week course to prepare for the Japanese Language Proficiency Test. From Jul. 12-30, they will offer a summer intensive program for high school students and teach beginners Japanese. Private and semi-private lessons are also offered.

Location: 545 5th Ave., Suite 910 (at 45th St.)
New York, NY 10017
TEL. 212-949-5455 / www.longungehouse-nyc.com

Summer Special Cold Ramen
Kambi

Refreshing cold ramen is a must-have food to boost your energy during hot season in Japan. Ramen house in the East Village, Kambi, is now introducing their original cold ramen items. Cold Miso Ramen features rich but refreshing, homemade miso-base sauce, chicken broth, and free-range roasted chicken with flat and curly noodles. Zaru Ramen uses original noodles made of coarsely milled wheat and highlights konbu and bonito flake-base dipping sauce with a hint of yuzu flavor. Salad Ramen comes with a bunch of fresh vegetables with organic tofu and is served with Chinese-style Banbanjiu dressing or soy sauce-base dressing. Each dish has a completely different flavor but will absolutely amuse your palate.

Location: 351 E. 14th St. (bet. 1st & 2nd Aves.)
New York, NY 10003
TEL. 212 228 1366

Mother's Day Special 10% Discount
Lotus Books and Gifts

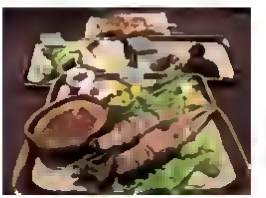
Lotus Books and Gifts, located in Midtown, is a place where busy New Yorkers can come and explore a variety of mind-body practices that help cultivate mindfulness and wellness. To celebrate Mother's Day, they are offering a special 10% discount on books and CDs from May 1 through 31. Take this opportunity to buy your mother a meaningful gift for her wellness this May.

Location: 151 E. 57th St. 3rd Fl.
New York, NY 10022
TEL. 212-355-0889 / www.bit.ly/dwr4hN

Discount Dice Challenge for Free Meal
Inakaya

Popular Japanese Robatayaki style restaurant, Inakaya, located in Midtown is offering a unique opportunity to win big discounts. Customers who spend more than $100 will be eligible to take the dice challenge. Roll three special dice that have kanji character on each side and if the three kanji characters match, you'll receive a 20% discount coupon for your next visit. If the kanji of the three dice reveal "Inakaya" or "Roppongi," you'll receive a $50 gift certificate for your next visit every day except on Monday. If you get "Inakaya" or "Roppongi" on Monday, the entire check will be on them! Each $100 spent will give you another chance to roll.

Location: 231 W. 40th St. (bet. 7th & 8th Aves.)
New York, NY 10018
TEL. 212-354-2195 / www.inakayany.com



Shin-cha-Tea Spring Giveaway Campaign
Maeda-en

The Maeda-en tea company, known for its selection of authentic & traditional Japanese green teas, will be unlifting their Shin-cha teas (new crop teas) from farms in Japan. It will be their 25th year of importing these refresh-

ingly green leaves which are treasured by the Japanese as harbingers of the warm season. To celebrate, they are giving away original items. 10 lucky winners will receive a set of their 2010 Shin-cha Gold & popular Genmai-cha set. To enter, simply send an email to info@maeda-en.com or a letter with your name, address, and phone number to the address listed below. The deadline is May 30 and winners will be notified by mail. Selections of Shin-cha tea are currently available for pre-order via the Maeda-en website.

Location: 16591 Millikan Ave., Irvine, CA 92606
Info: www.maeda-en.com

Summer Camp in Japan

International Lifelong Education (I.L.E.)

Being exposed to culture at a young age can greatly influence a person. For young people who are interested in Japan, International Lifelong Education (I.L.E.) provides a perfect immersion program that allows students to learn the language and experience Japanese culture and tradition in Japan. This 4-week summer camp program (the first period: Jul. 5-31, the second period: Aug. 2-26) is geared for students in 7th - 12th grades, who have U.S. citizenship. I.L.E. will have an introduction seminar about their summer camp May 15 and 29, Jun. 12 and 26 at 1pm.

Location: 81 Montgomery Ave., 2nd Fl, Scarsdale, NY 10583
TEL: 914 723 7600

Wedding Gift Fair

Makari

Japanese antique and houseware store, Makari will have a Wedding Gift Fair for the month of May. They carry an array of merchandise good for wedding gifts such as vases, sets of Japanese teapot and cups, sets of guinomi cups for sake, plates, and bowls. All items will be sold at 10% off.

Location: 97 3rd Ave., New York, NY 10003
TEL: 212-995-5888

KABUTO Folding Tenugui for Children's Day

Wuhao New York

May 5 is Children's Day in Japan and in honor of this event, tenugui (Japanese traditional cotton towel) specialty store, Wuhao New York, is offering a unique service until May 25th. For those who purchase tenugui online, they fold the item in kabuto (Japanese traditional helmet) style (photo) before boxing. Input KABUTO in the comment section when checking out to receive this service.

Location: 536 W 111th St., New York, NY 10025
TEL: 212-231-8126
www.wuhaonyc.com

20% Off on Hair Services

Giovanni Sacchi

Giovanni-Sacchi, a funky, '40s hair salon located on the Upper East Side, is offering a special promotion for the month of May. Japanese straightening perm and Brazilian straightening perm will be 20% off the regular price. Be sure to mention Chopsticks NY when making a reservation.

Location: 1364 Lexington Ave. (bet. 90th & 91st Sts.)
New York, NY 10128
TEL: 212-360-5557 / www.giovanni-sacchi.com

50% Off New Piano Rental for Chopsticks NY Readers

Absolute Piano

Absolute Piano is a full service piano store offering pianos & piano accessory sales, rental and repairs, as well as moving and storage. Now they are offering a new program that will let you rent a brand new Kawai upright piano. This is an affordable and easy way to have a great piano in your home. As an added bonus, Chopsticks NY Readers will receive a 50% discount off the first month rental. Offer is for selected models and some restrictions may apply. Please visit their showroom for more details.

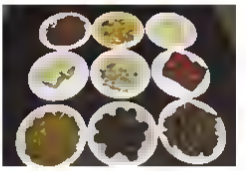
Location: 1646 Park Ave., (at 116th St.)
New York, NY 10035
TEL: 212-987-6173 / www.absolutepianony.com

An Eastern Medicine Check Up For Your Body

iDo Holistic Center

iDo Holistic Center provides a check up and consultation service from the Eastern herbal medicine viewpoint. Also called "kampo", Eastern herbal medicine is effective for physical and mental problems unique to females such as PMS, menopause, fibroid, sterility and is helpful for migraines, allergy and constipation as well. Until the end of May, they are offering a 30-minute check up and consultation session for $20 (reg. $80). Along with the check up, they will advise you on your diet-plan and make suggestions for lifestyle improvement. You may purchase the herbal medicine they suggest on-site.

Location: 9 E. 45th St., 8th Fl. (bet. 5th & Madison Aves.)
New York, NY 10017
TEL: 212-599-5300 / www.idocenter.com



Happenings Feature

j-CATION: Taste Japan

Japan Society

On April 10th, the energy level at Japan Society heated up with the excitement of about 3,000 people coming to join the first ever open house event, "J-Cation Taste Japan." J-CATION is coined by combining Japan and Vacation and reflects the event's essence. It was a 12-hour non-stop event which allowed participants to sample many aspects of Japanese culture surrounding the theme, "food." In the society's theater auditorium, gallery classrooms, and event areas. As well as actually tasting food and drinks provided in "ennichi" (fair/festival) style booths, people got into the Japanese food culture through film, arts, game shows, talk shows, live concerts, hands-on language lessons and many more. The pumped up mood culminated in the midnight groove with DJ Aki and cooled down into the night.

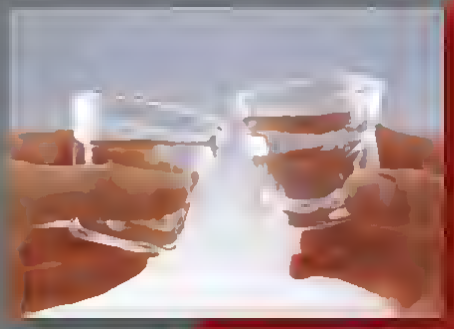
Info: www.japansociety.org

Sake Tasting 2010

BY NISHIMOTO TRADING CO., LTD

(NOT OPEN TO PUBLIC)

1:30pm - 3:30pm



For more information contact your sales person
or register nishimotosake2010@gmail.com

*Liqure Licensees Only
*Pre-register Required
*Must be 21 or older (ID Required)

THE BEST 100 SAKE!

MAY 15TH, SATURDAY

@ EN JAPANESE BRASSERIE

435 Hudson St., New York, NY 10014

OPEN TO PUBLIC

EN JAPANESE BRASSERIE
Presents Sake Event

4:00pm - 6:00pm

Admission: **$40/person**
(including drink & food)

For reservations, call **212-647-9196**

*Reservation Required
*Must be 21 or older

ECONOMY CLASS

Introducing ANA's New Economy Class on the New York – Tokyo Route on April 19

Seat pitch **34** Inches

3 Inches Wider

(Former seat 31")

The front seat never reclines on to you

Seat Slides Forward

Fixed Back Shell Seat

*This picture does not necessarily reflect actual seat specification.

inspiration of Japan

ANA's new brand stands for three concepts "*Innovative*", "*Original*" and "*Modern Japan*".

ENTERTAINMENT

In addition to the 160 channel AVOD (Audio/Video on Demand) programs for movies, videos, music and games, you can chat with others in the aircraft.

DINING

J-Menu

Entertain your appetite. Enjoy the J-Menu meals in typical Japanese style Domburi bowls, Teishoku set meals, Bento boxes and noodles(*1).

SERVICES

More convenient than ever. You can enjoy in flight shopping with the touch panel monitor and purchase Business Class meals at ANA My Choice(*2).

EQUIPMENT

Every seat is equipped with universal laptop power port, iPod connector(*3) and USB port to support your business. With ANA, time is sure to fly.

● The images illustrate the seats of the new aircraft Boeing 777-300ER on the New York – Tokyo route. The new aircraft will fly every other day from April 19, 2010 and everyday from May 10, 2010. Aircraft other than this have different seat specifications. Aircraft, schedule and services may be changed without prior notice.

(*1) In flight meal menus differ on routes, season, and aircraft. (*2) ANA My Choice is a pay service which cannot be ordered with the touch panel. The service is available while the supplies last.
(*3) iPod is a registered trademark of Apple Inc. You have to purchase a special connector to use iPod.

ANA | A STAR ALLIANCE MEMBER

For further information on our new brand, visit

www.fly-ana.com